Go out in the traffic and play!

With new Hi-Way, the fantastic new driving game from Atari.

Hi-Way's designed for spectacular visual appeal and player comfort—rugged, molded fiberglass cabinet, bright metallic paint, 23" Durastress™ reliable monitor, detachable "bucket" seat, new all-metal gas pedal assembly.

Excitement builds higher and higher as the driver fights to keep his car on the *constantly moving* highway, avoid crashing into on-coming traffic, and pass slower cars ahead. It's the most realistic driving experience yet.

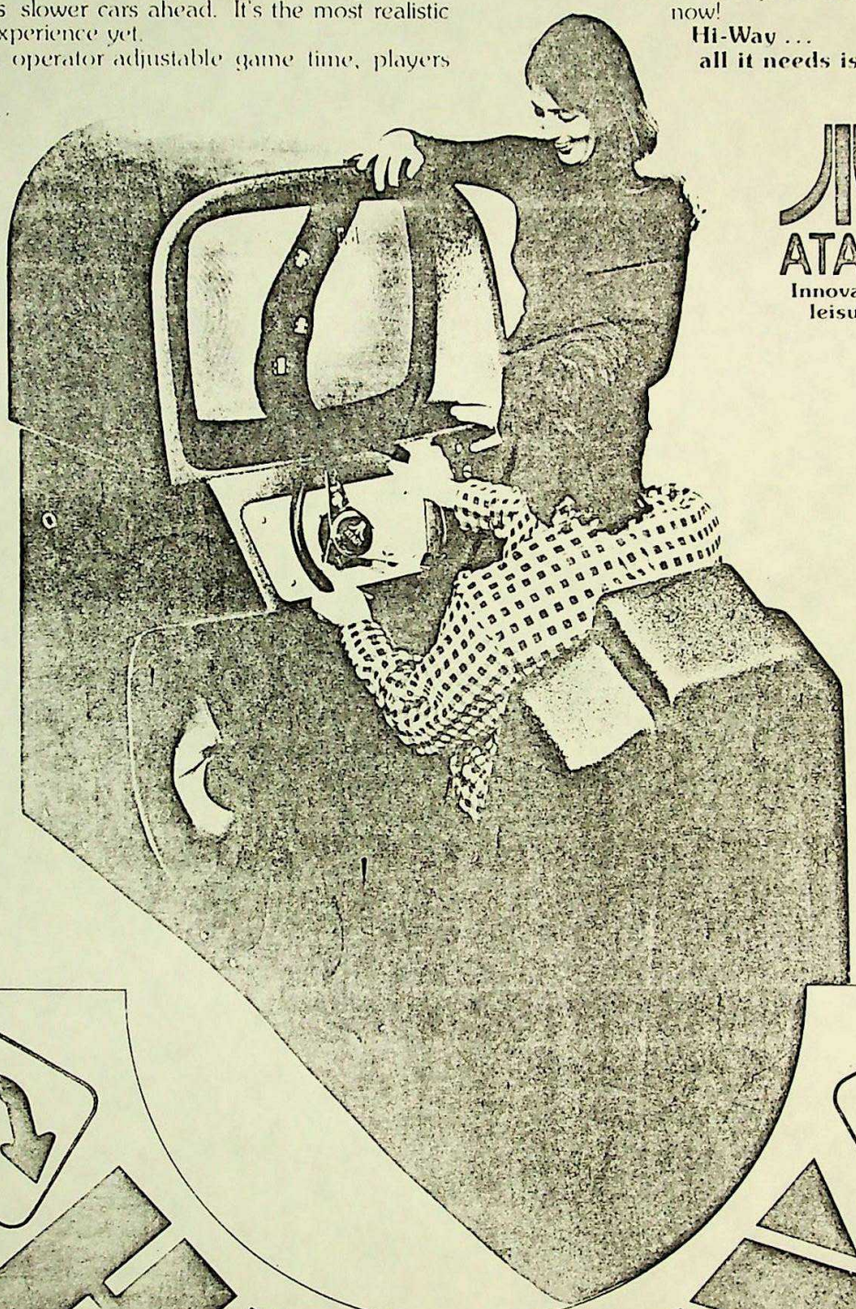
Within operator adjustable game time, players drive against the clock to pile up as many miles as possible.

Hi-Way is the new generation of driving games—sure to book big dollars in any location. It's ideal for arcades, bowling alleys—you name it.

Get on the main highway to profits, shut down the competition. Follow the Atari highway into the future. Call or write us at Atari, Inc., 2175 Martin Avenue, Santa Clara, CA 95050, (408) 249-6090.

Or contact your local Atari distributor now!

Hi-Way . . .
all it needs is wheels.



ATARI™
Innovative leisure

HI-WAY

D34/5.L

GEMENT EMPHASIS, CONTROL ARE VITAL TO SECURITY

'age 12)

pany. Use orderly
k products in and out,
ıg money handling and
Lax policies actually
he added.
es include changing
'rom time to time;
hecks frequently; and
rocedures for handling
nagazines," Sheldon
ed full-time attention
people must enforce
will. A clear, humane,
control program is a

Page 11)

an inordinate amount
there's horrendous
ıed. "We've gone to
ıts and showed them
demonstrate that we
s gotten results."
the panelists examined
nize" vending. Keyes
raining manual service
care of the vending on
Wallace agreed that one
would inspire customer
also suggested that
be equipped with
panels which would
st additional purchases
ɔur hot soup?"). Reed
e Illinois Automatic
Association has
h "thank you" stickers
to venders, and noted
could increase rapport
y setting up semi-formal
ı committees" (made up
ɔnnel generally friendly
ıding) in order to obtain
l increase customer

eek new ideas," Reed
ourage people to ask,
You can always get your
ı what you want to hear.
'erently; be receptive to

Jnveils Manual
ı Map Vender

f. — Now available from
ɔrises is a versatile map
to accommodate thin or
l equipped with a coin
ble of vending them at
5¢, 50¢, 75¢ or $1.00.
the manufacturer, the
n location tested in over
tations.

anual operation, the
it will contain 30 to 70
dumn depending on
maximum map size
ɔximately 4 x 9 ins. A
lds sample maps for easy
he machine is said to be
service, and operate. It
d-out provision which
election from accepting
y.

offers a large selection of
ɔad maps, including the
states plus Alaska, the
ices, and maps of major
ties, as well as sectional
of the U.S.

on the machine is
Rockwell Enterprises,
San Francisco, Carson,

ve all the answers.
ld investigate
DIERAMA.

must."

Van Mouwerick's group had attempted to determine the optimum amount of time to be budgeted for security. "In fact, we should spend 100 per cent of our time on it," he observed. "We read about spectacular crimes, not about pilferage; but, to protect profits, we must get down to the little, common, ordinary, minute-by-minute things.

"Vending as an industry is very vulnerable to crime," Van Mouwerick pointed out. "Our products are readily convertible to wrongful use, whether it's 'free' gum for someone's family, or a case of soft drinks for a friend, or an entire load of merchandise for conversion to cash.

"And our receipts are very, very accessible," he emphasized. "Coins in bags, in amounts up to $1,000, and looking like a whole lot of money, are much more attractive than, say, a cashier's check. We tend to tempt our employees. Moreover, the great volume of transactions on a route creates a control problem. It's hard to determine the precise yield from a pound of coffee or a gallon of syrup, the waste factor on perishables, and changes in inventory, to deal with variable case-counts, machine malfunctions, or making one person accountable for money or merchandise when the routeman, his relief man, service personnel, warehousemen and even truck mechanics may have access to it. So auditing is voluminous, and hard to do quickly enough. For this reason, we have to make it a full-time job."

Braly suggested that one place to start is in overcoming management reluctance to admit there is a problem. "Managers must stop being afraid to talk about security," he said. "Let's get it out in the open." He then opened the floor to questions.

"You hear a lot about bank robberies because bank robbers are prosecuted when they're caught," one vendor pointed out. "We don't prosecute. If every one of us would follow up with police departments, courts, publicity, and so on, we would hear about vending crime."

"You're right," Sheldon said. "However, it's a complex matter, which can involve the reluctance of bonding companies to prosecute if restitution is made, and the need for proving your case before it's even tried when you're in some union situations."

The general convention chairman, Paul Ridgeway of Canteen Corp., said that there are additional reasons to be sure one is on firm ground before deciding to prosecute. "For example, the district attorney may refuse to cooperate — he'll ask you, 'who else has access to your machines?' It's best, if possible, to arrange matters so you have the police along when you apprehend the thief, and to catch him in the act."

An audience member warned, however, that operators should not try to set up a situation for the purpose of catching a thief in the act. "This constitutes entrapment," he cautioned. "Even if you catch him with his hand in the till, he can get off because of this." Furthermore, he added, judges tend to be lenient. "We caught a man red-handed on a day when he was supposedly off sick," he said. "We prosecuted, and he was found guilty — and sentenced to serve ten alternate weekends in prison. An attorney costs you $50 to $75 an hour; DA's are reluctant to prosecute; operators just can't afford to spend the time and money for the kind of judgements we get. It's a bad situation."

Braly agreed that the situation is unfavorable. "But businessmen can't just give up because of lack of time," he emphasized. "We renounce our rights if we do."

Another audience member suggested that the idea of prosecuting is not primarily revenue, or restitution, but to insure that the culprit gets a criminal record; "get him out of the industry," she urged. "For this reason, we will follow through, whatever it costs. If a man is adequately paid and given a controlled environment to work in, he deserves no sympathy if he steals. We mustn't create thieves by a lack of controls; but if we fulfill our obligations and we catch someone stealing, we have to mark him, to protect ourselves."

H. VAN MOUWERICK

HARRY SHELDON

ECONOMIC RECOVERY
(Continued from Page 14)

administration can establish its honesty, and restore confidence; this will be all we need.

"Franklin D. Roosevelt said, during the Depression, that we had nothing to fear but fear itself; and this is still true. We've enjoyed 30 years of upward push, and it will start again. We can look to the future with considerable optimism."

That new, fast moving extraordinarily exciting combat video game.

See it now at your local Electra Distributor's.

ELECTRA GAMES, INC. • 2570 United Lane
Elk Grove Village, Illinois 60007 • 312-595-1135

P. 80

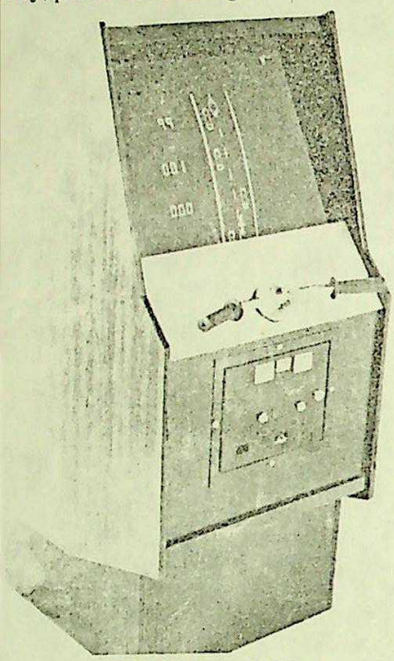
HIBIT PREVIEW

ntinued from Page 78)

ICAGO COIN MACHINE DIVISION, ıago Dynamic Industries is showing full line of flipper games and arcade es. Manning the firm's booth at the ıvention are company sales and ser- e personnel.

MES CLEMENT MFG. CO., INC. is hibiting its line of coin machine parts l supplies, as well as its line of billiard plies. Attending the convention from firm are Bill Ray, president; Cal nald, general manager; Norm Cam- n, plant manager; and John Lapinski, es manager.

GITAL GAMES, INC. is showing its e of coin operated video games, cock- l table, and its new motorcycle game, avy Traffic. Attending the exposition m the firm are William H. Prast, pres- nt; Billy S. Bailey, vice-president; ly C. Bailey, chief engineer; Steve lder, service engineer; and Doug iley, production manager.



DIGITAL GAMES

UTSCHE WURLITZER GMBH is aying its coin operated phonographs l cigaret vending machines. Company s and service personnel are on hand e firm's display to provide assistance.

DIVERSE PRODUCTS INC. is exhibiting the complete line of Deutscher Meister table soccer and Olympia hockey games, including the Profi, Two Player, World Cup, Grande Lux, Luxus, and Olympia Hockey units. Attending the the convention from the firm are M.C. 'Bud' Wachter, president; Sue Rost, accountant; Robert Baird, salesman; and Eileen Roche, secretary. Also attending are representatives from the German based factory including Kurt Fratzcher and Maria Foerster. The firm is also planning to have several expert hockey players from Germany, including Heinrich Weiss, Karl Hernz Wehr, Richard Kellerman, and Joseph Cullen. Diverse Products will present $25 to any team who beats the German hockey players in a best two-out-of-three match. Free T-Shirts will be presented to all.

EBSCO AMUSEMENTS is displaying two coin operated fussball tables and one home model. Attending the convention from the firm are Jack DeMarco, assistant vice-president/production manager; Joe Bradford, sales representative; Charles Netterman, plant manager; and Boyd Ruegsgger, merchandising manager.

EDCOE MFG. & SERVICE CO. is showing its Love Computer, Computer Palm Reader, Computer Horoscope, Light Display Cocktail Table, Compute Tac Toe, and Video Cocktail Table Kit. Attending the convention from the firm are Edward A. Wanisko, owner; John Hartsock, sales manager; and Linda Schonfeld, office manager.

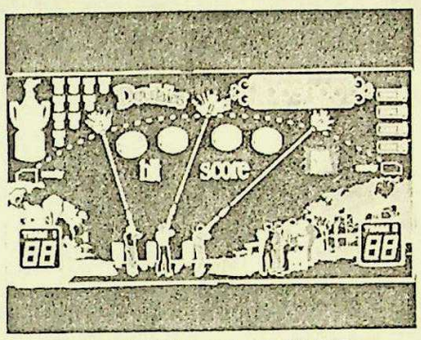
ELECTRA GAMES, INC. is showing its line of electronic video games and cocktail tables, including its new Avenger. Attending the exposition from the firm are Stanley Jarocki, sales manager; Hal Howard, marketing manager; Tom Jachimek, chief engineer; Darrell Blendowski, service manager; E. L. Polanek, executive vice-president; James Koenig, financial vice-president; and W. E. Olliges, president.

ELECTRONIC CONCEPT INDUSTRIES is showing its cocktail table style video games; conversion kits to convert consoles into cocktail tables; and the firm's new model #40, a barheight table accommodating people with barstools or standing. Two games are available, i.e., four court tennis with joystick controls or the three game tennis-hockey-soccer. Attending the convention from the firm are Andre R. Dubel, owner; Michele N. Dubel, sales; and manufacturing representatives Jack DeWitt and Ed Tarr.

EMPIRE DISTRIBUTING is showing the ABC kiddie rides, the OK kiddie rides and the Garlando football table. Manning the firm's booth at the convention are company executives Gilbert Kitt, Joseph Robbins, Arnie Goldberg, Jack Burns, Ben Rochetti, John Smead, Jim Segerson, Joe Patterson, Bob Rondeau, Harold LaRoux, Charlie Elkins, Hal Howard and Hank Heiser.

J. F. FRANTZ CO. is showing its U.S. Marshall game. Heading the firm's contingent at the convention is company owner John F. Frantz.

GREMLIN INDUSTRIES, INC. is exhibiting its line of remote play wall games. Manning the firm's display at the exposition are H. F. Fogelman, president; G.L. Hansen, vice-president; G. A. Candelore, vice-president; and Lane Hauck, marketing manager.



GREMLIN'S WALL GAME

EXIDY INC. is displaying its complete line of electronic games, including its TV Pinball. Attending from the firm are H. R. Kauffman, company president; and John W. Metzler, company vice-president.

FISCHER, Div. of Questor Corp., is displaying its Regent coin-op pool table, its Empress Decorator coin-op pool table, and its Fiesta 58 Bumper coin-op pool table. Manning the firm's booth at the convention are company operations sales manager, Frank Schroeder and Mary Ann Schroeder.

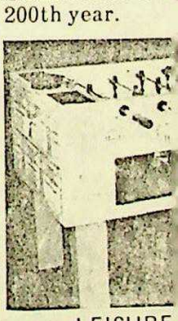
INTERNATION. SYSTEMS, INC. uct family of digit Manning the firm sition are Peter liam Lillios, vice erations; Edwar tive vice presider vice-president, er

IRVING KAYE complete line of c and soccer gam vention from th Kaye, president president; and A ident.

KOMPUTER DY playing three s (face to face com The company ex digital readouts; balls are incorp Opponent's front may be disabled At the firm's di are K. Richard P M. Russell, ex Ronald E. You R. Chad Zulich, s

KURZ-KASCH Developing is dis of test equipmer home study co nicians which is firm is providin tion of video ga booth. Attendin the firm are Jim ger; Jim Sneed, liam Arkush, fie

LEISURE SPO is showing its A Tournament Fus Table, and Am Tiffany Style La vention from the man, president; ing vice-presider Tumbleson, ma and promotion Faulkner, Rams Lindsay. The f product demons tournament con sive and defens sive question an held for all conc cussion of 'The F Fussball Tourna what it means t introduction of ment Fussball T Bicentennial Cel 200th year.

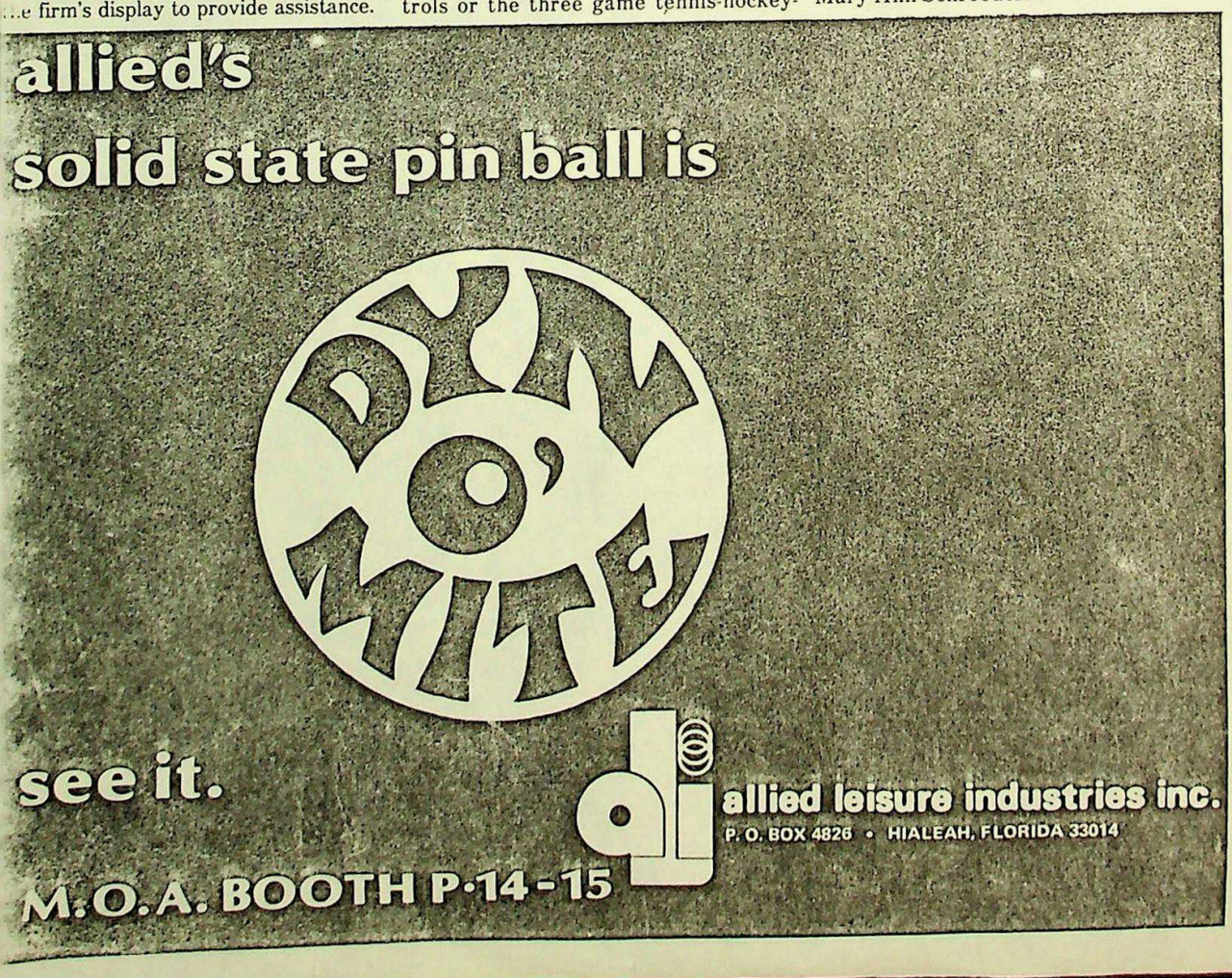


LEISURE

LOEWEN-AUT KG. is dis, laying phonograph line model. Manning sales and service

MAJOR MANU iting its Lunar M well as three ne new concept in v processors. Att from the firm ar Jerry Booz, ex Chuck Arnold, ing; Hal Madder facturing; and service manager

MEADOW GA



ight) of U.S. Billiards greets customers at the 60th ow held at the New York Coliseum last month. The coin-operated games including the new "Shark," tables.

Marriott Hotel here recently. 96 finalists competed for a purse of $2400 and other awards.

The final matches climaxed nine weeks of qualifying rounds, which attracted over 3,200 players to compete in 32 co-sponsoring business establishments in the greater New Orleans area. Joseph DiRosa, New Orleans City Councilman-At-Large, presented the awards to the top winners. Over 400 people were in attendance to watch the final title match in the three divisions.

Robert E. Nims, head of A.M.A. Distributors and Lucky Coin Machine Co., hosted the tournament. A.M.A. directed the event; Lucky Coin Machine co-spon-

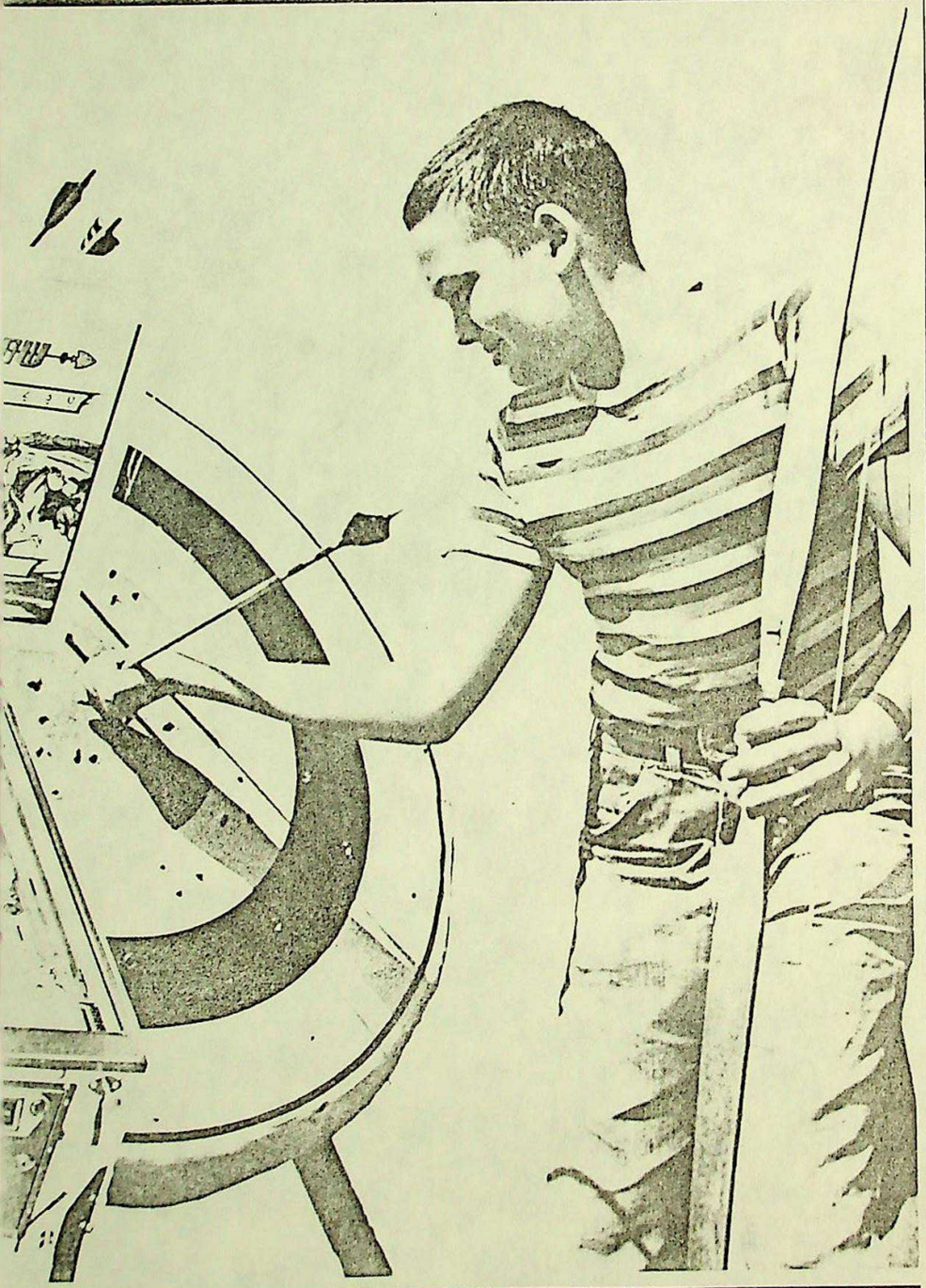
ficial tables for the finals.

Trophies were awarded to the business establishments where the two winners in each division qualified. Players finishing third through eight places in each division also received cash prizes. Each of the 32 commercial locations participating in the event sent one finalist in each division to the playoffs.

ofit bull's eye with new

BOW AND ARROW

R CONVERTIBLE TO ADD-A-BALL



SOON AT YOUR DISTRIBUTOR!

Allied Leisure Markets 'Fire Power' And 'Ski'

HIALEAH, Fla. — Allied Leisure Industries Inc. recently introduced it 'Fire Power' and 'Ski' games.

'Fire Power', a single player video game, has been sample shipped to the firm's distributor network. Company sales manager, Jack Pearson, explained that favorable test location results prompted the firm to enter production on the game earlier than expected.

'Fire Power' is a game in which the player tests his skill at driving a tank while trying to shoot down airplanes. Added challenge has been incorporated into the game through minefields incorporated on the screen. This is an option for the operator who can activate them or leave them as animation on the screen.

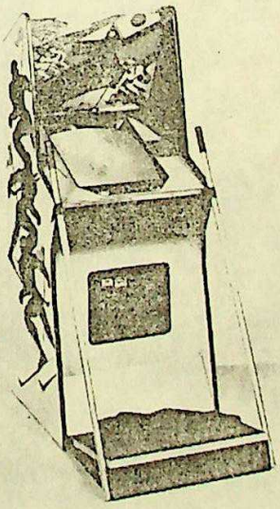
The unit has a speed control on the left which permits the player to choose slow (10 points), medium (20 points) or fast (30 points). The firing button is located on top of the joystick which is controlled by the player's right hand. The firm suggests 60 second time for play.

The 'Ski' game, which was introduced at the recent MOA convention, is a single player arcade piece. The player grips the simulated 'ski' poles, while positioning his feet on the 'skis' at the base of the platform. The player tests his skill at going through marker poles on a slalom ski course.

If the customer makes it through four poles without hitting one, his speed is increased and each time the speed increases he covers more mileage. The mileage is shown on a solid state digital read-out as his score. Sound effects are also incorporated into the unit.

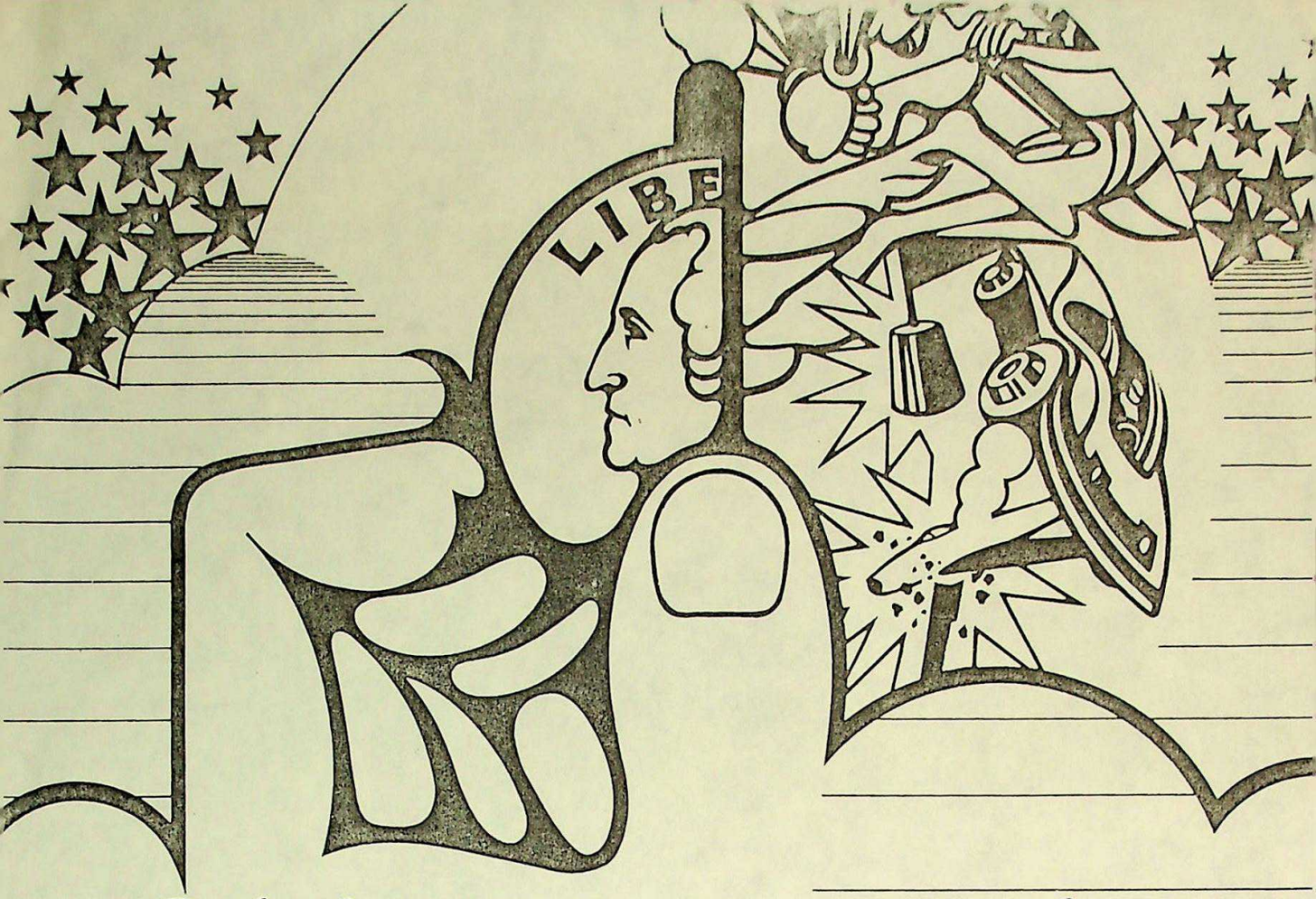
While 'skiing', the player hears the sounds of the wind and the snow and when the market pole is hit, there is a loud crackling sound and the game temporarily stops.

Along with the introduction of 'Fire Power', the manufacturer is offering a distributor incentive program themed "We Love Salesmen." Upon completing a sale, the salesman fills out and signs an 'Incentive Sales Report' and submits it to company headquarters within 10 days of the transaction. Incentive awards are made through distributor management channels. The "We Love Salesmen" program applies to games designated by the factory's Sales Department; it is presently in effect for 'Fire Power.'



ALLIED'S SKI

VENDING TIMES DEC. 1975 P. 58



Only Atari pays you to wreck a car, chase a steeple or go down in flames.

And still be a winner! A profit winner, that is. Because these fantastic games are entirely *new* concepts in realistic video action your locations and their customers won't be able to resist.

Crash 'N' Score is a two car demolition derby delight. An exciting crash-for-points game where each player trys to hit numbered pylons that pop onto the screen.

All metal foot pedals, 23" monitor, color screen overlays, locking cashbox and dual coin mech are all exclusive features.

Steeplechase is a horse (race) of a different color. It's designed for one through six players. 25¢ for every two players means a 75¢ vend potential. And a 23" monitor with six color overlays (one for each horse and race lane) makes Steeplechase a high volume attraction.

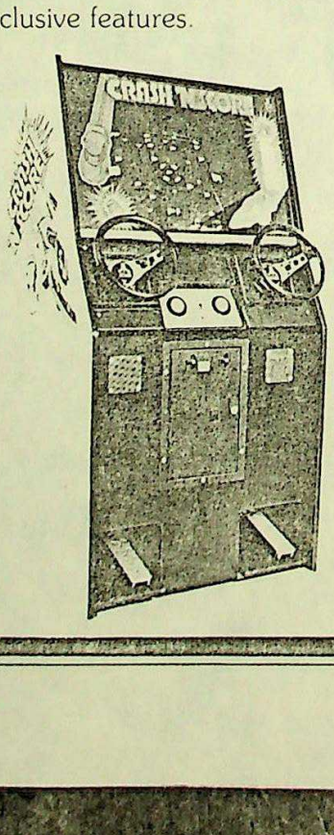
A dual coin mech, hinged cash door and adjustable game timer are standard extras.

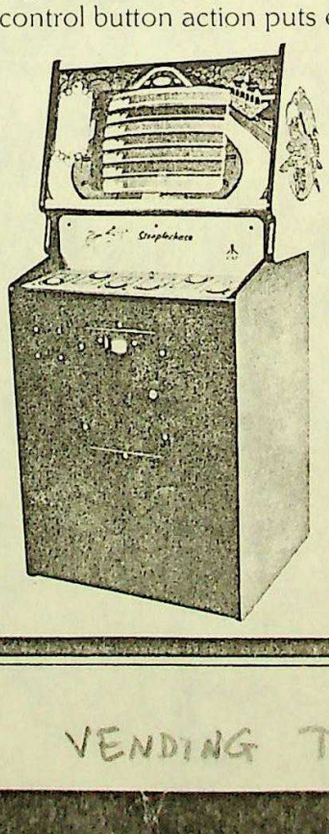
Jet Fighter from the makers of Tank, is a one-on-one two player dog fight. Realistic joysticks and fire control button action puts each player in his own aircraft.

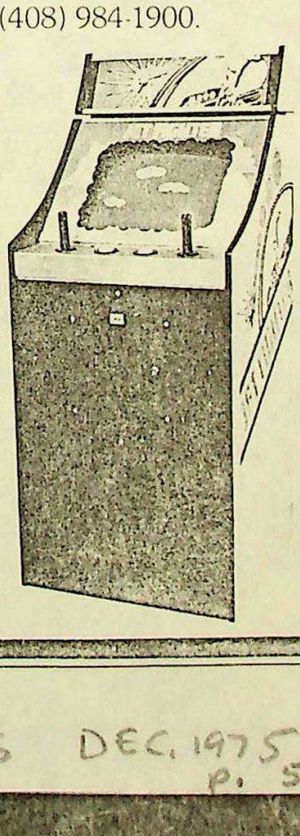
Performance extras include a removable, lighted attraction pan twin coin chutes, large 19" monit hinged cash door and locking ca

Unbelievably realistic sound effects and built-in solid state reliability complete the list of exc sive features on *every* Atari game

Start playing with the future today. Get all the details from yo Atari distributor or contact us at Atari Inc., 2175 Martin Avenue, Santa Clara, CA 95050 or phon (408) 984-1900.







ATA
Innovat
leisu

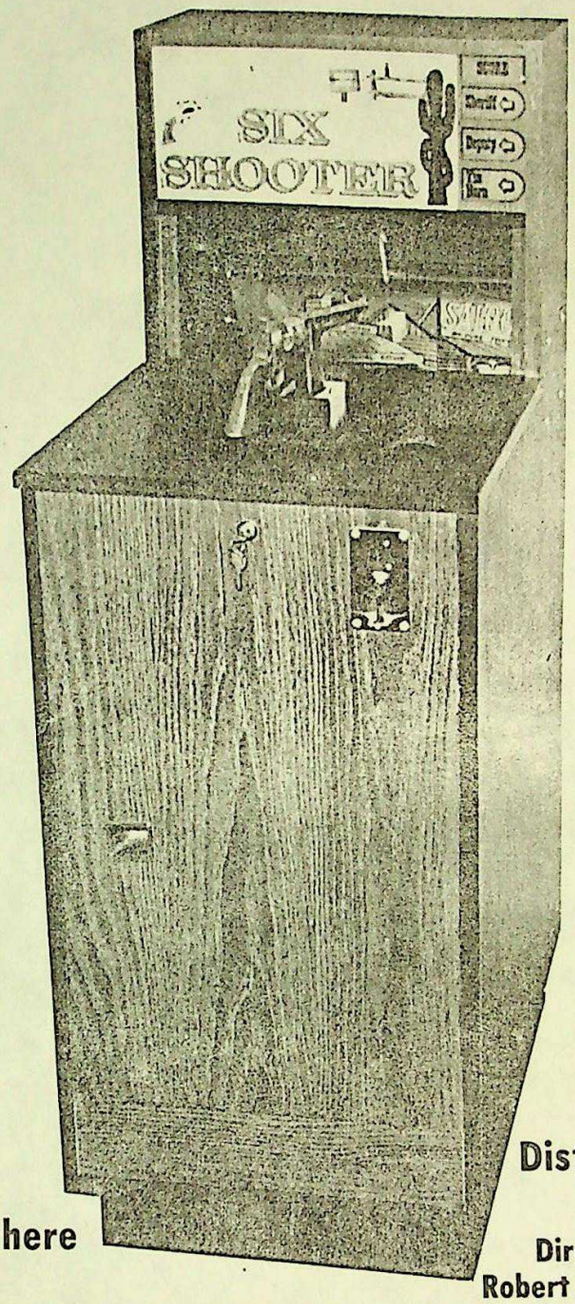
VENDING TIMES DEC. 1975
p. 59

VENDING TIMES DEC. 1975
P. 62

SINGLE PLAYER GUN GAME BY COMPUTER GAMES

10-Cent or 25-cent Play

AL FOR
MALLS
ARCADES
DISCOUNT
STORES
REGULAR
LOCATIONS



18 Shots

Authentic Western Six Shooter

Realistic Western Scene

Small Size
★
Fits Anywhere

Distributorships Available
Direct Inquiries To
Robert Jones International

EXCLUSIVE WORLD WIDE DISTRIBUTOR

ROBERT JONES INTERNATIONAL
(A DELAWARE CORPORATION)

880 Providence Highway • P.O. Box 287 • Dedham, Mass. 02026

Tel. (617) 329-4880

Telex 92-4489 • Cable Address: ROBTJONES, Boston, Mass.

n counts. Stunt Cycle and
re continuing the tradition
winners like Pong, Gran
nk, and Indy 800. When the
f your game is higher earn-
a tradition to get in on. Now.

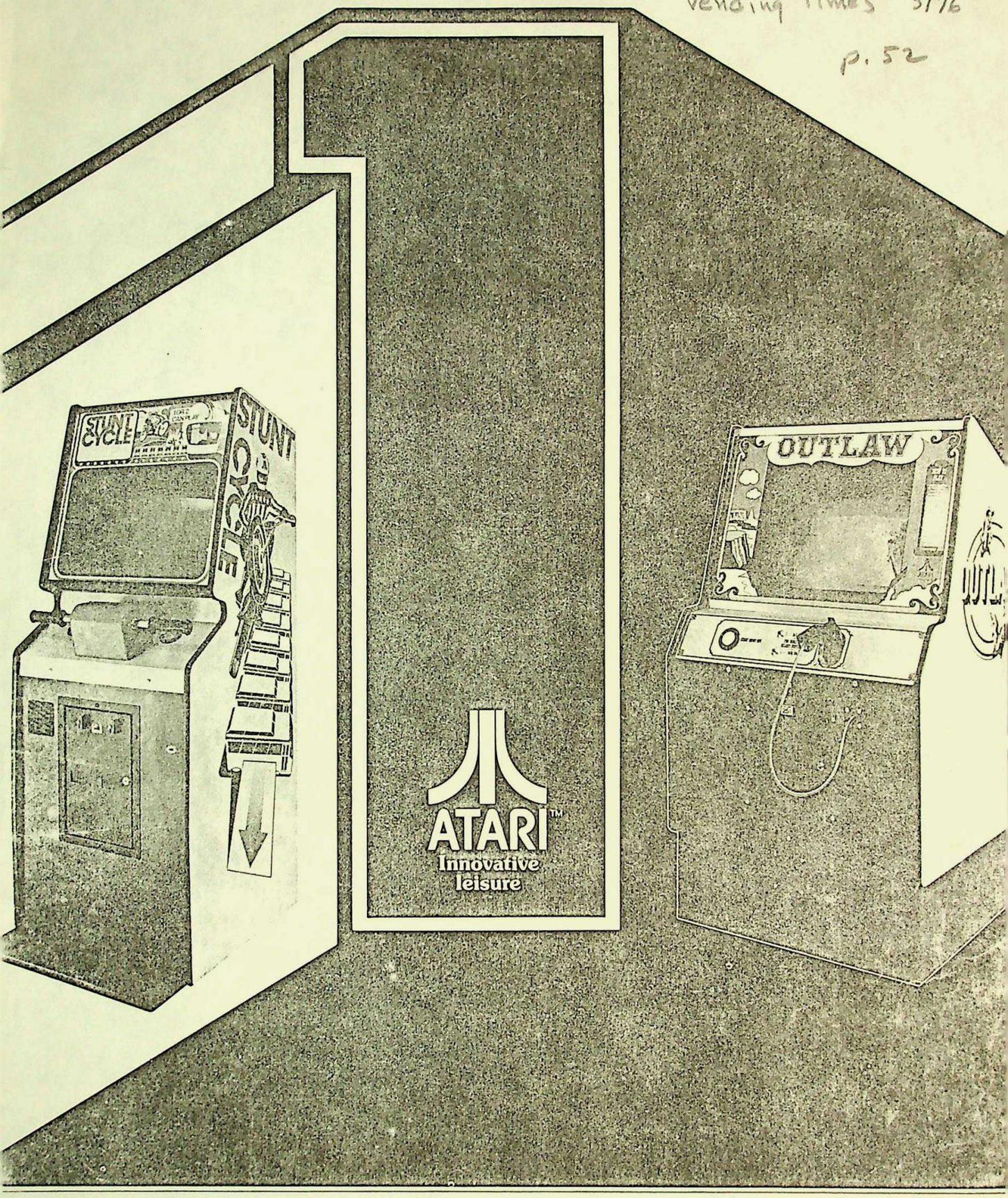
up to more earning power.

Outlaw is a fast-draw shootout. With a "real" Colt .45! Players fast-draw against a video outlaw who shoots back (unless he's hit). With the largest number of player and operator options yet, Outlaw is

Don't play games with your
future. Get all the details from yo
Atari distributor now. Or contact
at Atari, Inc., 14600 Winchester B
Los Gatos, CA 95030 or phone
(408) 374-2440.

Vending Times 3/76

p. 52



RD AMORMINO

RRY KANE

Sega Appoints Three To New Corporate Posts

LOS ANGELES, Calif.—David Rosen, chairman and chief operating officer of Sega Enterprises, Inc., has announced the appointment of several new company executives.

Harry M. Kane has been appointed chief operating officer of Sega of America, the corporation's U.S. manufacturing-distribution division. Kane, a vice-president of the parent corporation, Sega Enterprises, Inc., has held the post of chief operating officer of Sega Enterprises, Ltd., the firm's Japanese subsidiary.

In the same announcement, Rosen also indicated a corporate change in marketing policy whereby all international marketing, with the exception of the Far East, will hereafter be conducted through Sega of America.

Rosen also announced that effective June 1, 1976, Edward P. Amormino became vice-president, manufacturing of the parent corporation. Amormino will be responsible for the coordination of the various manufacturing activities conducted throughout the corporation. He will continue to hold the position of director of manufacturing of Sega of America.

The appointment of Duane M. Blough, as executive vice-president, chief operating officer of Sega Enterprises, Ltd., was also announced by Rosen. Blough previously held the post of vice-president of General Instrument Corp. He replaces Kane in his new post.

DUANE BLOUGH

Chemical Co. ew, Larger Plant

RTH, Texas—Wildcat has announced that it new 17,000 square foot d it has purchased here. xecutive Joe Peters indi- e to increased sales, we to move into larger rder to better serve our e are continually striv- he demands and stand- n industry and to bring e products."

ained that the firm's inball playfield cleaner uch great demand that it in stock. This has earing on our expansion

king is scheduled for re.

er-Busch Strike es 'Bud' Tourney

, Texas—According to nouncement by Martin president of Leisure he tournament planned ports and the Anheuser- ies has been postponed which has been under- heuser-Busch breweries onths.

nuance of this strike cts our ability to run a f the quality which is in- the name Budweiser," bserved. "Consequent- fer this tournament un- over and the breweries full production."

te is tentatively sched- time in August and an nt will be made within re.

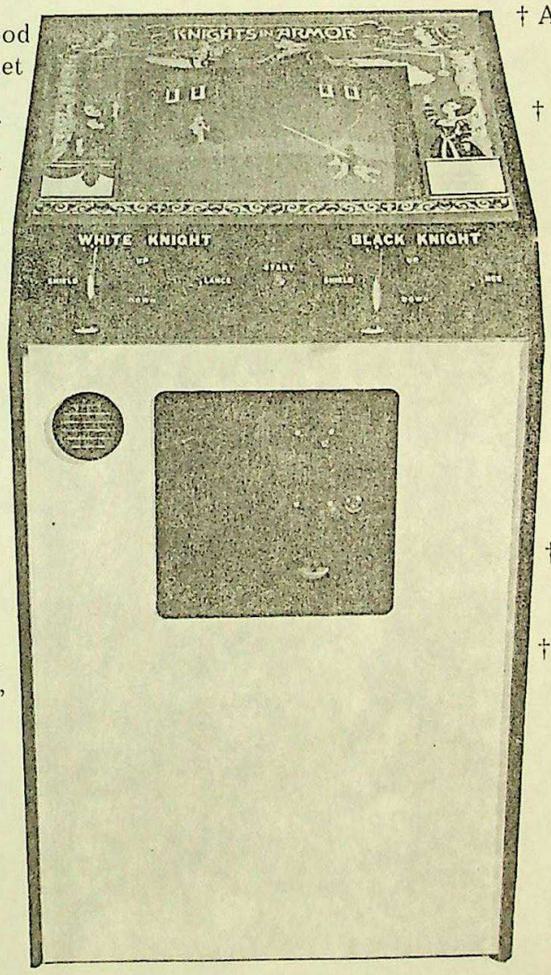
Carlo's Casino To lly's Slot Units

Ill.—The Societe de operates the casinos at nd the Cafe de Paris, d that Bally Manufac- s slot machines will be choice for permanent n the casino.

ncement came follow- ear of extensive testing ge of machines of var- turers. The Societe in- Bally's machines com- required standards, in- rity requirements which y modern casino opera-

further announced that urse of 1976, extensions d to the Cafe de Paris to nal slot machine opera-

† Laminated all Plywood Cabinet
† Screen displays "STUCK COIN" if coin gets stuck
† New coin door with remote locked cash box
† Double size characters
† Digital scoring
† Operator adjustable length of game — 8, 10 or 12 jousts
† Heavy duty all steel controls
† 1 year warranty on logic
† Dimensions: length, 4' — depth, 2' — width, 25 3/8"



† Audio effects — Clopping of horses, smashing of steel
† Visual effects — Horses & Knights galloping toward each other, Knights getting skewered and carried off screen on end of lance, Knights getting dragged off screen by horse
† Comes with 6 sets of instructions which mount under bezel
† Adjustable coining — 2 players for 25¢ or 25¢ per player
† 7 color graphics

CONTACT YOUR LOCAL DISTRIBUTOR OR CALL TOLL FREE (800) 538-1798

PSE

PROJECT SUPPORT ENGINEERING

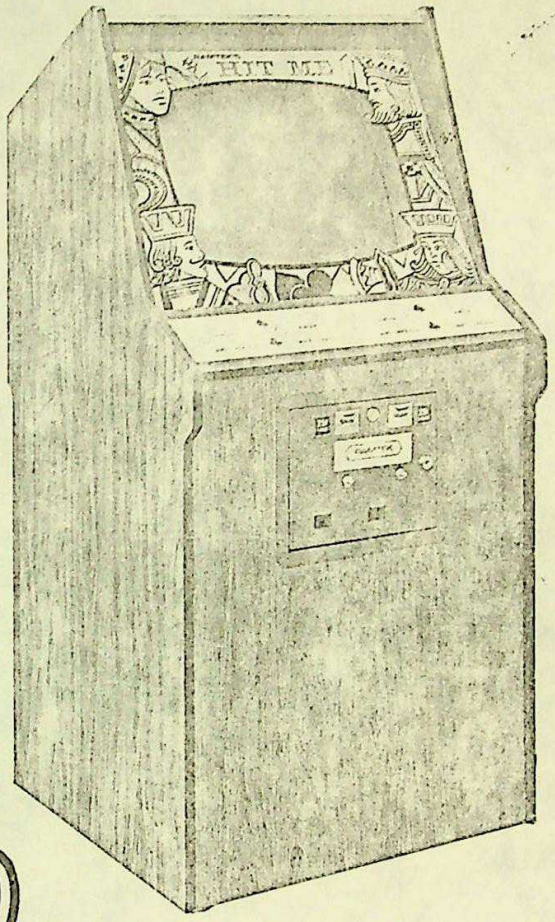
750 N. MARY AVENUE, SUNNYVALE, CA 94086 / (408) 739-8550

Vending Times July, 1976 P. 58

RAMTEK

HIT ME

1-2-3-4-PLAYER



SUPER LOCATION PIECE

25¢

PER PLAYER

DISTRIBUTED BY

DIMENSIONS AND WEIGHT

HEIGHT CRATED	64 INCHES	162.6 CM
WIDTH CRATED	33 INCHES	83.8 CM
DEPTH CRATED	33 INCHES	83.8 CM
DEPTH UNCRATED	29 INCHES	73.6 CM
SHIPPING WEIGHT	200 LBS	90.7 KG

SALES & SERVICE
800–538-1733

OP
AD
• I

another

292 C
Sunn

Box F-33

Two New Games At MOA Convention

lif. — Project ring recently new games. The the recently held usic Operators of l.

ude the 'Bazooka' The play on this target vehicles ashion from either l. The faster the the playfield the ed for hitting it. 0 to 800 points. npanied by an ffects.

ambulance or oss the Bazooka y of 200 points is g either of these set pattern to the hus each game is

es include a mirror " monitor, dual c red flash at the with each shot capability, and a ter players.

rporates a high box, 25-cent or and heavy duty me is adjustable on or.

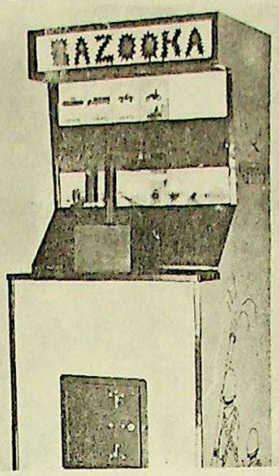
HET

ntroduced by PSE the Ric-O-Chet The firm explains riation on the air ploys a redesigned playfield area to "maximize rebound and ricochet shots giving the player a whole new dimension in fun and skill."

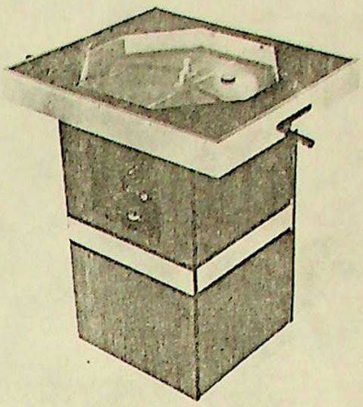
The playfield is lit by two backlights. The firm observed that "the subdued lighting in most tavern locations will accentuate this playfield. The visual effect of this creates a unique test of hand and eye coordination."

The cabinet of the Rick-O-Chet Stick Hockey game incorporates a quarter inch thick tempered glass top, a large locking coin box, solid state score display, adjustable maximum score and heavy duty 'hockey sticks.' Price per play is set at 25-cents per game.

Further information may be obtained by contacting local Project Support Engineering distributors. The firm is located at 750 North Mary, Sunnyvale, Calif. 94086.



BAZOOKA



RIC-O-CHET

Group Holds ll Meet

La. — As V/TMG he championship 00 Second Annual ns Coin-Operated underway in the of the Marriott

rnament director, tal of 144 player w Orleans area will offs for a share of pot. Three class will be represented o will vie for eight awarded in each first runner-up in o win trophies for ments where they offs."

ers had competed of the scheduled ying rounds. The gh the week of tions in the greater Each location is ts to the playoffs,

merchandise and ng awarded in the The event is being M A. Distributors, he Coin-Operated Operators of New ed by U.S. Billiards

Soccer Holds all Events

— Tournament conducted several ious parts of the

nts was a three day Louis, Mo. at the za, followed by Chicago's Playboy d feature of the nt was a Pro-Am

y event was held at a Culver City, Calif. tournament was

Make...RANDEL LOCK SERVICE HEADQUARTERS

YOUR SECURITY

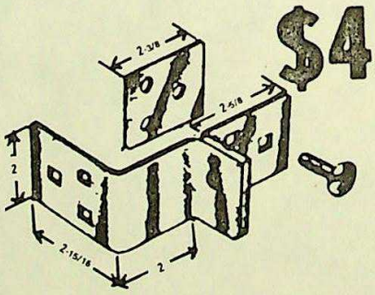
WE SERVICE VENDING OPERATORS ONLY WITH THE LARGEST ON-HAND STOCK OF TUBULAR LOCKS IN THE COUNTRY.

— IF YOU NEED 100 LOCKS OVERNIGHT — JUST CALL WITH YOUR REQUIREMENTS.

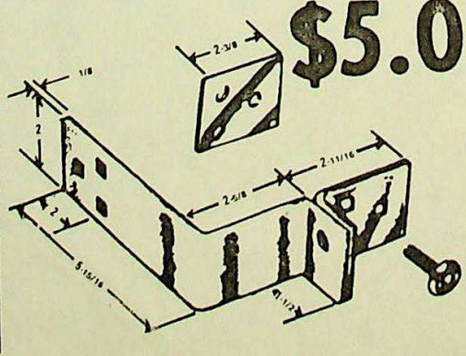
— ALL ORDERS FOR ACE LOCKS FILLED THE SAME DAY AS RECEIVED. TELL US YOUR KEY NUMBER.

— ALL MACHINES — ALL SIZES. POP OUT, INSERTS, PLUG, ETC.

WRAP AROUND HASPS
525A WITH BACK UP PLATE
$4.00



525B WITH BACK UP PLATE
(including bolts & nuts)
$5.00



HEAVY DUTY COIN BAGS 7" X 11"

Extra Strong Canvas Duck Fabric With Notch-Lock Safety Zipper. This Durable Coin Bag is Made by a Vendor With Over 30 Years Experience.

SIDE OPENING (EASY POUR) 95¢

REGULAR (TOP OPENING) 85¢

All Prices F.O.B. Valley Stream, L.I., N.Y.

RANDEL LOCK SERVICE
61 Rockaway Ave. • Valley Stream, N.Y. 11580
Phone: 516/VA 5-6216 "Our 38th Year in Vending"

Appoints Two To Company Posts

s, Calif. — Joseph nt of Atari, Inc., has ppointments of John hn Anderson to new irm.

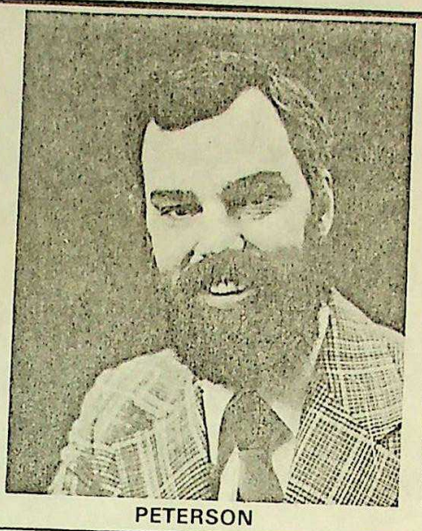
ssumed the duties of of the firm. In his vill retain the respon- il budgeting and fore- as well as assume the ies relative to com- ash management, and

s been named vice-president, administration for the firm. He will have corporate responsibility in the areas of personnel, facilities planning, data processing, office service and legal liaison.

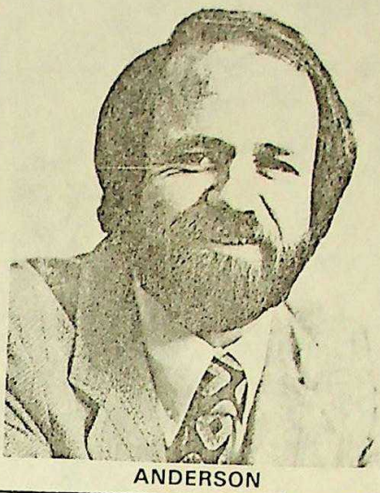
PERSONAL HISTORY

Peterson had previously served as an auditor for the Arthur Young & Co. on the Atari account. He is a certified Public Accountant with a BS degree from San Jose State University. Anderson has been with Atari since October of 1974. He has held the positions of controller for the Consumer Games Division as well as assistant treasurer.

Atari is a Warner Communictions company.



PETERSON



ANDERSON

letter Notes & Leagues

h. — The Music Oper- has welcomed a new Rak, of Dearborn e group has also an- liam Van Gessel of Grand Rapids has age of 63.

ROSS

wsletter to members 77), the group also s that the group's ross has been ap- tion of master med- t the members who gh the association panded benefits on surance. Blue Cross ation that notifica- will be sent to pres- ubscribers will be on just what new ofe.

ble only to owners, ners of companies MTCDVA and based on the Lans- the association owest of any area d information are MOM offices.

EAGUES

fees for the MOM arriving at the we are hoping for er of entries this M president, Ed

tion fee," he ex- ors locations to petition and send the $5,000 state ansing on April iard competition which operators their pool table

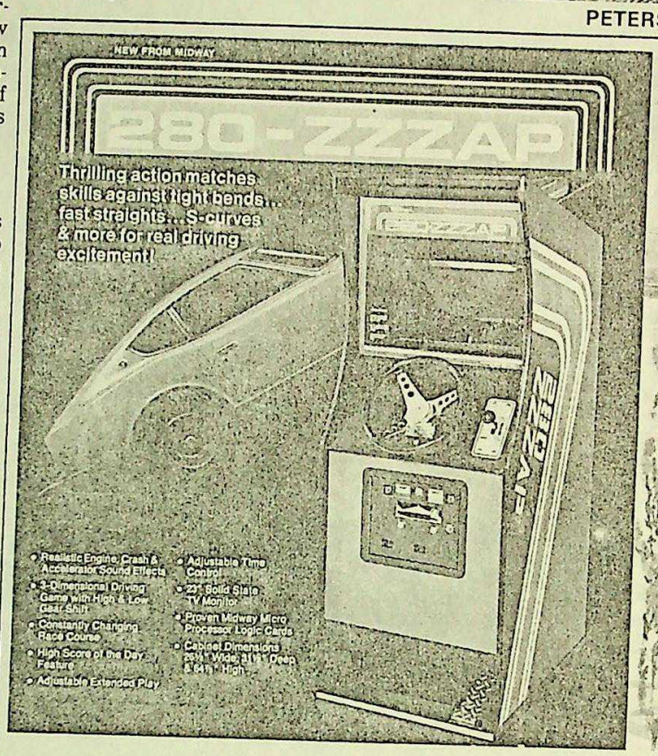
ING

M may sanction owns and oper- ables. The $200 ely refunded to layer admission 0 weeks of local t kit has been erators wishing der them from at $2.00 per kit. to inform the locations they ng in the sanc- e delayed any t in April.

N

, the group is ntion at the Kalamazoo, e convention ibits, legis- kers, and a ban-

cated at 523 ng, Michigan

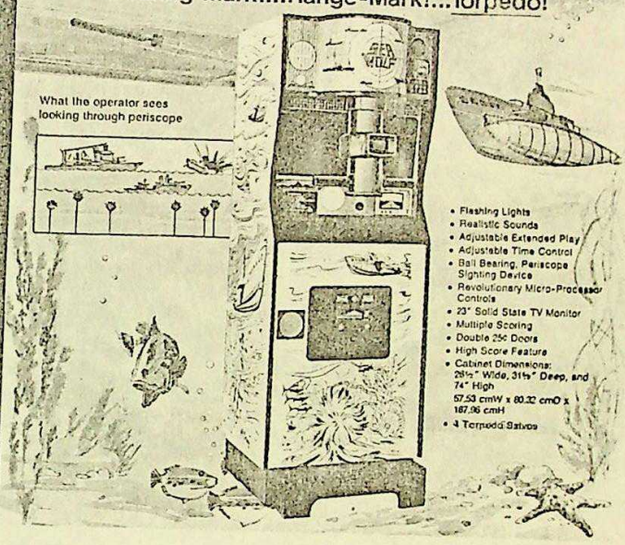


MIDWAY MFG. CO. — 10750 Grand Avenue, Franklin Park, Illinois 60131 phone (312) 451-1360

NEW FROM MIDWAY

SEA WOLF

Bearing-Mark!...Range-Mark!...Torpedo!



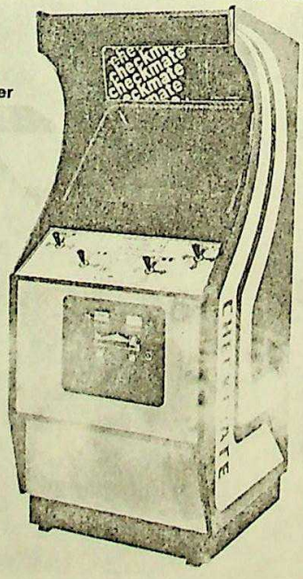
MIDWAY MFG. CO. — 10750 Grand Avenue, Franklin Park, Illinois 60131 phone (312) 451-1360

New From Midway

CHECKMATE

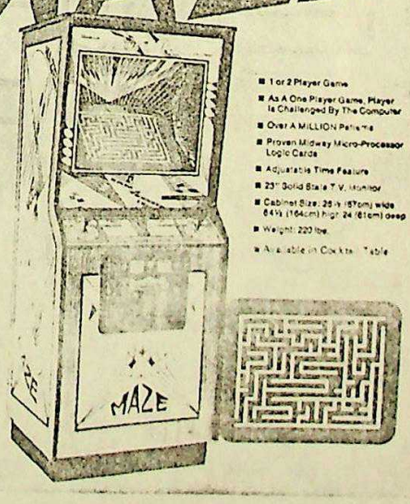
An intense strategy & reaction game matches skills against the computer & the treachery of up to 3 opponents!

- Upright & Cocktail Models
- 1-2-3-4 Player Game
- As a One Player, Computer Plays the Other 3 Positions
- 8 Directional Joy Stick Control
- Rotating Player Position on Playfield (Operator Option)
- Variable Scoring (3-2-1-0)
- 5 Languages
- Exciting Electronic Music
- Cocktail Model
- Upright Dimensions 27" (69CM) Wide, 27½ (69CM) Deep, 64¾ (164CM) High
- Cocktail Table Dimensions 35" (89CM) Diameter 28" (71CM) High



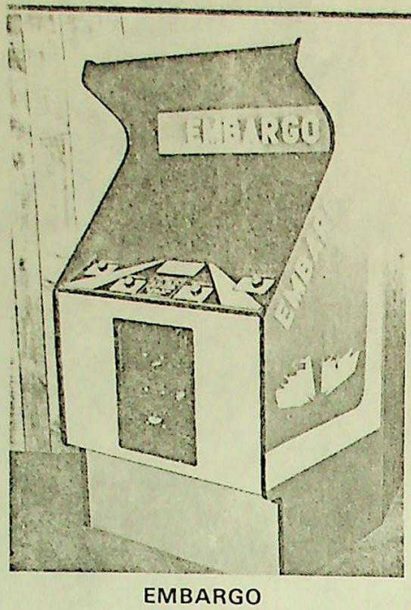
MIDWAY MFG. CO. — 10750 Grand Avenue, Franklin Park, Illinois 60131 phone (312) 451-1360

Midway's AMAZING MAZE



- 1 or 2 Player Game
- As A One Player Game, Player Is Challenged By The Computer
- Over A MILLION Patterns
- Proven Midway Micro-Processor Logic Cards
- Adjustable Time Feature
- 23" Solid State T.V. Monitor
- Cabinet Size: 26½ (67cm) wide 64½ (164cm) high 24 (61cm) deep
- Weight: 220 lbs.
- Available in Cocktail Table

MIDWAY MFG. CO. —



EMBARGO

Cinematronics Launches 'Embargo' Arcade Piece

EL CAJON, Calif. — Bob Sherwood, director of marketing for Cinematronics, Inc., has announced the introduction of the firm's arcade piece, 'Embargo'.

Embargo can accommodate one, two, three or four players. "It is a highly competitive strategy game, requiring skill of the players to avoid being trapped within the opponents mine fields while at the same time attempting to deploy his mines to trap the opponent," Sherwood explained. "As the game progresses, the speed of the ships increase requiring skill on the player's part."

Features incorporated into the game include sounds of combat on the high seas and the complete freedom of the ship's movements in the turns. Sherwood observed that "one unique feature of the game is that each player has a mine gap button which he can utilize at any time to cease laying mines, thereby planning his own escape route and giving the players a feeling of explosive strategy on the high seas."

Incorporated into the game is a microprocessor logic board, as well as a 23" solid state monitor. Cinematronics offers a one year factory warranty on all major components.

Further information may be obtained by contacting local Cinematronics distributors. The firm is located at 1044 Pioneer Way, Suite B, El Cajon, Calif. 92020.

Bally Agrees To Acquire Atlantic City Concern

CHICAGO, Ill. — William T. O'Donnell, president of the Bally Manufacturing Corp., recntly announced that the firm has entered into an agreement in principal to acquire a 90 percent stock interest in a corporation which has an agreement to purchase the Marlborough-Blenheim Hotel in Atlantic City, New Jersey.

The stock will be acquired from Messers. Reese Palley and Martin Blatt, resident of Atlantic City, in exchange for 30,000 shares of Bally Manufacturing Corp.'s common stock. Palley and Blatt will retain a 10 percent interest. Bally is to arrange for the financing of restoration and reconstruction of the hotel buildings, which will, upon completion, be operated as a hotel-casino facility.

It is estimated that the total cost of the project will exceed $50,000,000 including the approximate $6,000,000 acquisition cost of the existing hotel buildings. The transaction is subject to approval of Bally's board of directors execution of a definitive agreement and the obtaining of all required regulatory approvals and licenses.

Dynamo Corp. Initiates Soccer Tournament Tour

GRAND PRAIRIE, Tex. — The Dynamo Corp. has initiated its World Soccer Tournament Tour. The first page of the tour has been designated The Southern Swing.

The first stop on the Southern Swing was held at the Casino Beach and resort Hotel in Pensacola, Fla. Players from 15 states participated in that three day event. The second lap of the tour was held at the Holiday Inn Civic Center in Birmingham, Ala. At this tournament, the firm introduced its new CB table, which is the official tournament table.

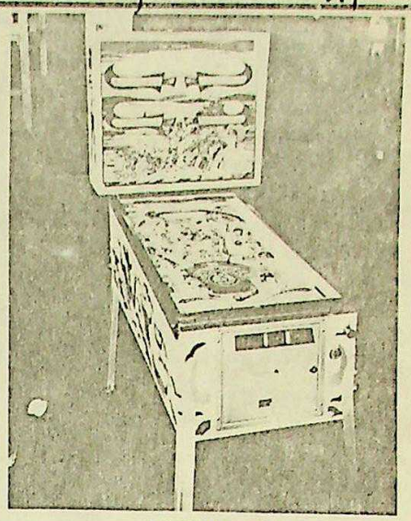
Beginning with the Atlanta meet, which was the third stop on the tour, all tournament events were held on 8" goal tables, as opposed to 8-1/2" goal tables. According to the firm, "our new table has adjustable goals that can be widened to 8-1/2" or down to 6".

Upcoming stops on the Southern Swing of the tour include Oklahoma City, Okla., Houston, San Antonio and Irving, Tex., and Kansas City and Fenton, Mo. The firm's World 'Soccer Tour promotion team members, Fred Salter and Gary Clark, have been promoting the tour in various areas. They have been holding matches in various locations and showing players the features of the new table. Those wishing a promotion team to appear aat their locations should contact the firm.

The company is also offering such promotional items as hats, jackets and caps. Boone Richards, Dynamo sales service director, observed that "sales of these promotional items has been brisk."

According to Dynamo's Tournament director, Bob Stewart, "the Tournament momentum is growing and we are preparing an announcement regarding the second leg of the tour. It is currently hinted that it will be in the Middle and Northern States. We are also planning on setting up a Professional Players Association."

Further information regarding the Dynamo Tournament may be obtained by contacting the firm at 1805 South Great Southwest Parkway, Grand Prairie, Texas 75050.



RAWHIDE

Stern Electronics, Inc. Unveils Rawhide Model

CHICAGO, Ill. — Stern Electronics, Inc. has introduced its four-player flipper, Rawhide.

Playing feature of the game include the top hole and center hole which score 500, or 5,000 when lit, and Spot "Lit Features": spinner and bumpers 1,000 point scoring, feature hole for 5,000 points, and double bonus and extra lane.

The center hit targets change the features values. The Hit Target scores 5,000 when lit. A Captive Ball scores 500 or 5,000 when lit or Special when lit. The Extra Lane awards an extra ball when lit. Advance and change rollovers advance the bonus to a possible 19,000 points.

Incorporated into Rawhide is a match feature. The unit is three-ball play, convertible to five ball. Pricing options include two-playes-for-one-quarter; one-play-for-one-quarter; or three-plays for two-quarters. Replay or extra ball models are available.

Further information may be obtained by contacting local Stern Electronics distributors. The firm is located at 1725 Diversey Parkway, Chicago, Ill. 60614.

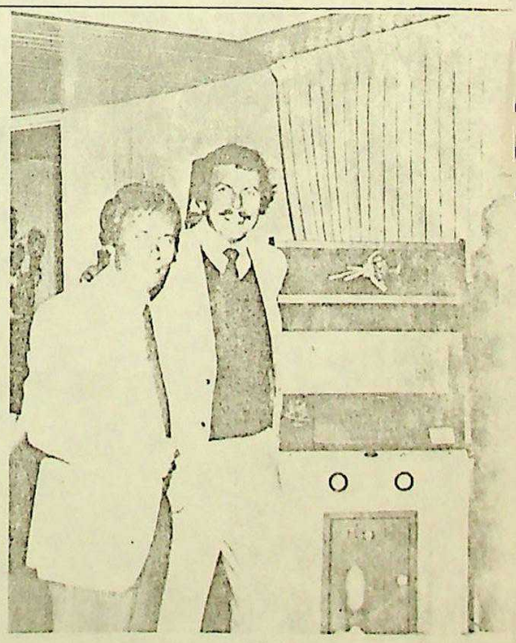
Cal's Coin College Offers Coin-Op Training Courses

NICOMA PARK, Okla. — Cal's Coin College is offering two and three week course designed around the needs of the operator and distributor.

The first two weeks consists of functional electricity, components used in coin machines, schematics and trouble shooting techniques. "This is a must for the efficient service of any electric coin machine," according to Cal Clifford who heads the school.

Schematics are taught using flipper games as a teaching vehicle. "No other coin machine offers the convenience for observing circuits at work," Clifford observes. "This, the student learns how flipper games work as a bonus.

After the student completes this two week basic course he then proceeds to apply his knowledge of schematics to the special machines the operators' distributor has chosen, i.e. bingos, arcades, jukeboxes, and videos. This course is one week long.



AWARD WINNERS: During the course of the recently held distributors meeting hosted by Atari, Inc., the firm presented a platinum version of its Breakout game to Lowen-Automaten of Bingen½ Rhine, West Germany for outstanding sales of this product. Seen here with the unit are (left to right) Ullie Shultz, Lowen-Automaten, Nolan Bushnell and Joe Keenan, Atari, and Herbert Nack and Hans Rosensweig of Lowen-Automaten. "We were most pleased to award this special game in the tradition of platinum records to recognize the exceptional sales efforts by Lowen-Automaten," stated Atari's vice-president for marketing, Gene Lipkin. "Breakout has been an outstanding game in the field and our German distributors have proven that through their sales efforts more operators can benefit from the profitability of this game." Atari's distributor meeting was held in Pebble Beach, California.

Hold Promotion Using Pingames

Y – Bally Manu-
cago, Ill.) in con-
H. Macy's depart-
radio station 99X-
n in which Bally
nusement devices
everal of Macy's

vas designed to
cy's new 'Action
ment," explained
roadcast director.
designated the
r Sweepstakes.'
ed to fill out entry
department store

event was a trip
and a Bally Capt.
econd prize was a
hird prize was a
init. Other prizes
rd albums.
wing of winners
, pinball historian
sc jockey for 99X,
atch on the Capt.
n won two out of

Nieman, Bally's
nager, "this was
e of our gaming
display setting. I
the trend toward
today regarding
g by the public at
t a department
tude is abreast of
tude."
ne to establish a
dustry," Sharpe
p the industry, I
book, *Pinball!* is
on by Dutton in a

ccount executive
"Macy's is now
with its 'Action

ball, third prize
tion Down Un-
emonstrated by
chard Lehman
ccount execu-
radio station's
d Bally. He told
romotion with
n indication of
porary."

Down Under' Department and is looking to more contemporary modes of advertising."

Libonati told V/TMG that "upwards of 15,000 entries" were submitted to the drawing in less than 12 days. An increase in 'Action Down Under' sales was reported to be about 25 percent, and traffic in the department, Libonati reported, was up about 40 percent.

D.J. MEETS PINBALL WIZ: Terry Nelson (left), disc jockey at radio station 99X, took on Roger Sharpe, pinball historian at the recent Macy's/99X promotional which featured trips to Las Vegas compliments of a travel agency, and two games donated by Bally as prizes in the drawing following the three game match.

on

the VENDING
ional Buyers
Bilotta Distrib-
tta and sons,
Bilotta Enter-
re transposed.
e located in
separate en-
h other.
rp. serves as a
he Wurlitzer,
wick, Dynamo,
nes-Meadows,
Shuffleboard.
ast (P.O. Box
3, Bilotta Dis-
reached by

New From Midway

DOUBLE PLAY

Thrilling Live Action Baseball

COCKTAIL TABLE MODEL AVAILABLE

- 1 or 2 player game
  - Player *vs* Computer
  - Player *vs* Player
- Electronic music coincides with action of game
- Complete outfielder control
- Dual Control—players can alternate without changing positions
- 2 or 3 inning game can be played with extra coins
- Automatic pitching feature —speeds up game
- Players can make double plays and errors
- Walk control feature
- Proven micro processing system with built in rom and ram tester
- Double Coin Chutes
- 26½"W (67 cm) x 32" D (81 cm) x 67" H (170 cm). 245 lbs.

MIDWAY MFG. CO.— 10750 Grand Avenue, Franklin Park, Illinois 60131 phone: (312) 451-1360
A Bally Company

Printed in U.S.A.

ches New Triple Hunt Game

. — Atari, Inc. s Triple Hunt, o unit.

atures Hit The Raccoon Hunt. et any one of the s and when it e game, it can be e of the other w graphic panels cabinet, and ad- e P.C. board,"

sion of the bear walks through a ars, stands up direction, giving he walks off the ears. When the player gets 40 and video ef- higher, the bear moves faster to increase player challenge.

In the Raccoon Hunt, players shoot to keep the raccoons from reaching the top of the trees where they are climbing. As the score gets higher, the raccoons climb faster resulting in a "challenging and fun game," the firm reports. When hit, the raccoons disappear and the player scores 20 points.

The Witch Hunt changes the setting to a haunted house. Targets include ghosts appearing through the windows, witches on brooms and bats flying across the screen. Ghosts are worth 20 points, witches 40 points, and bats are 70 points.

"All three of the games include three-dimensional visual effects with black-lighted colors and realistic animation which intensifies the attraction," according to Atari. "The swivel mounted rifle has rapid fire capabilities and an easy built-in method for sight alignment."

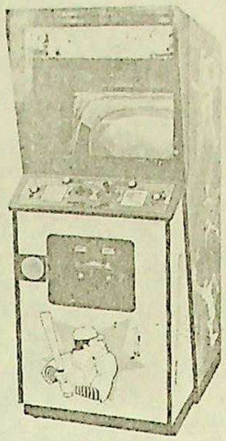
Operator options include cost per game, length of game time, extended play and volume. Incorporated into the unit is Atari's built-in self-test program which is designed to "make servicing and troubleshooting significantly easier," Atari explains. The game also features the firm's new coin-door.

"The Triple Hunt three game unit is an all new concept and will certainly triple the overall earning life of the game," reports Frank Ballouz, Atari's national sales manager. "Field test reports on the games in the Triple Hunt unit, rank it as one of the top shooting games and has strong appeal to players of all ages."

Markets air' Unit

N.Y. — Mike keting its new according to hard E. Green- cation for six customers are husiastic about

o electricity, a "vibra-mas- coin. The cus- s in an ordi- his coin and vibration."



DOUBLE PLAY

Midway Introduces New 'Double Play' TV Game

FRANKLIN PARK, Ill. — Midway Manufacturing Co. is offering its 'Double Play' one or two player T.V. game. The unit, according to the firm's director of sales, Larry Berke, "incorporates all the thrills of baseball as it is played in real life."

As a single player, the customer plays against the computer. "Most every exciting play that can be executed is at finger tip control," Berke continued. "Strike-outs, walks, and errors, a walk control regulator and an authentic pitch feature to speed up the game are all incorporated into the unit. Complete outfield control for defense and a pitcher that can pitch slowballs and fastballs, sliders, curves and change-up." Dual controls permit the players to alternate without changing positions.

Included in the game is a self-testing system that is programmed to detect a defective RAM or ROM for ease in service. "All these great features and more like Electronic Music to coincide with the action taking place are also incorporated into the game," he added. Other features of the game are a three dimensional playfield, solid state monitor, and double coin chutes. The unit is 26½" wide x 32" deep x 67" high.

Further information may be obtained by contacting local Midway distributors. The firm is located at 10750 West Grand Avenue, Franklin Park, Ill. 60131.

PSE Markets 'Bazooka' Anti-Tank Rocket Game

SUNNYVALE, Calif. — Project Support Engineering is marketing its Bazooka single player upright game.

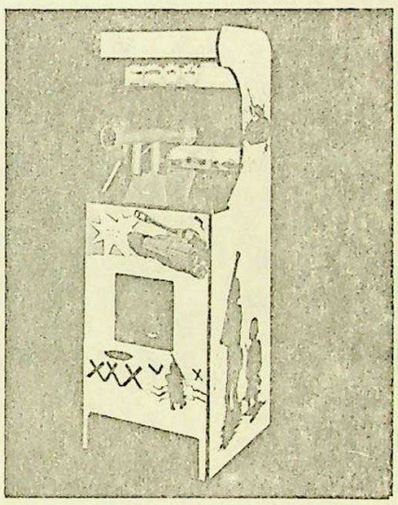
The play on this game begins with target vehicles emerging in random fashion from either side of the playfield. The faster the target moves across the playfield, the more points are scored for hitting it. Scores vary from 300 to 800 points. Each hit is accompanied by an explosion and sound effects.

Other player features include ambulances and stretcher bearers which are seen periodically crossing the playfield. A penalty of 200 points is assessed to the player each time he hits one of these obstacles. There is no set pattern to the target generation, thus each game is different

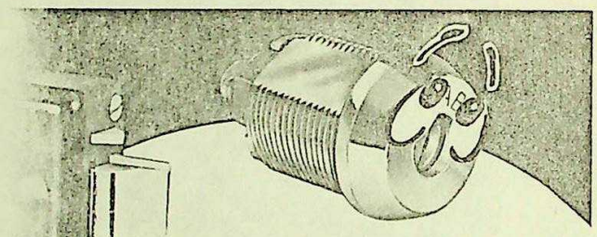
Other player features include a mirror image playfield, a 23" monitor, dual sound system, a red flash at the rear of the bazooka with each shot fired, and an extended play capability.

The graphics on the cabinet include tanks and soldiers firing. The cabinet also incorporates a high capacity locked coin box, 25-cent or 50-play pricing, and heavy duty controls. Game time is adjustable on the part of the operator.

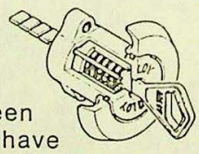
Further information may be obtained by contacting Project Support Engineering at 750 North Mary Street, Sunnyvale, Calif. 94086 or the firm's distributors.



BAZOOKA



WE WATCH WHEN YOU CAN'T!



Nightwatchmen have been around a long time. So have thieves and that's because even the best security person is only human . . . weak and often vulnerable.

Our locks have been around only about 60 years. In that time, a lot of thieves have found out how weak and vulnerable they're not. Strong? How does 10 TONS of resistance grab you? Believe it . . . the ABLOY lock you install today will virtually guarantee permanent security. ABLOY locks never fall asleep on the job. Your ABLOY locks provide constant "superhuman" protection.

WITH ABLOY, YOU CAN PICK ANY COMBINATION OF LOCKS . . . YOU CAN'T PICK BETTER ONES . . . BECAUSE WE DON'T KNOW ANYONE WHO CAN "PICK" THEM AT ALL!

Write for literature

ABLOY INC.

6212 Oakton Street • Morton Grove, Illinois 60053
(312) 965-1500

STOP LOSSES

. . . with Safeguard self-locking Coin Boxes

Every coin dropped in a machine protected by Safeguard self-locking Coin Boxes reaches the counting room, even overages. "Jackpotting" becomes impractical and these self-locking Coin Boxes discourage the substitution of outside products. Get details now.

SAFEGUARD COIN BOX
101 Clinton Road
Fairfield, New Jersey 07006
201-575-0040
WIKO CANADA INC.
7105 Rte. Trans-Canada Highway
St.-Laurent, Montreal H4T 1A2
Tel: 336-2014

Magnesium ROUTE TRUCKS!

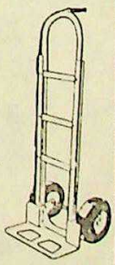
LOOK HERE

In the All-New 1977 ELKAY CATALOG

For One Of America's Largest Selections

Lightweight hand trucks weigh 20 lbs., load 500 lbs... choose wheel sizes, handle types, stair climbers, folding noses, and height extensions.

Full Details and Prices plus over 2,000 vending material handling items including Elkay-made pads, dollies, vend machine trucks, lifts, ramps, straps, and much more.



Call or Write Dept. VT for Your Free Copy of the 1977 Elkay Catalog

Elkay-Products Co. Inc.
35 BROWN AVE.
SPRINGFIELD, N.J. 07081
Tels. N.J.: (201) 376-7550 N.Y.: Watkins 9-1148

-Year Pact To Serve Tampa Stadium

ate United Corp.'s ision has received provide food and beverage services at Tampa Stadium. According to Robert K. Deutsch, executive vice president of Interstate United, the company expects to generate more than $15 million in revenue during the contract period, which begins July 27.

Tampa Stadium is the home of the Tampa Bay Buckaneers of the National Football League and the Tampa Bay Rowdies of the North American Soccer League. The 72,000 seat facility also houses a variety of other sports events, as well as concerts.

Joe Zalupsky, executive director of the Tampa Sports Authority, stated, "We reviewed the proposals and qualifications submitted by numerous firms, and Volume Services was the unanimous choice. We're convinced they'll do an excellent job."

NEW FORMAT: Now available vor vending are these three fruit beverages from Southern Fruit Distributors (Bluebird Citrus Products) in new 7½-oz. pull-top cans with full-color lithographed labels. New can format is presently offered in Bluebird fruit punch, orange juice, and grapefruit juice.

nge-Makers afchinski a Manager

Ind. — Standard has announced the n Kafchinski as York-New Jersey

Standard in 1973 as f the New York is also district ik-O-Lok Co., an

HINSKI

oints es Mgrs.

— The Cornelius wo new regional rding to an an- Whitaker, vice nager, U.S. Sales

en named North- nager, covering and the District he firm in 1967 as in the customer t, he became elius distribution ro. Cal. in 1969. account manager

Murphy has been l regional sales innesota, North isconsin, Illinois, Michigan. Joining territory sales- e winner of the Salesman of the so been named to Dollar Club five e Regional Sales- l four times.

Becomes cutive VP

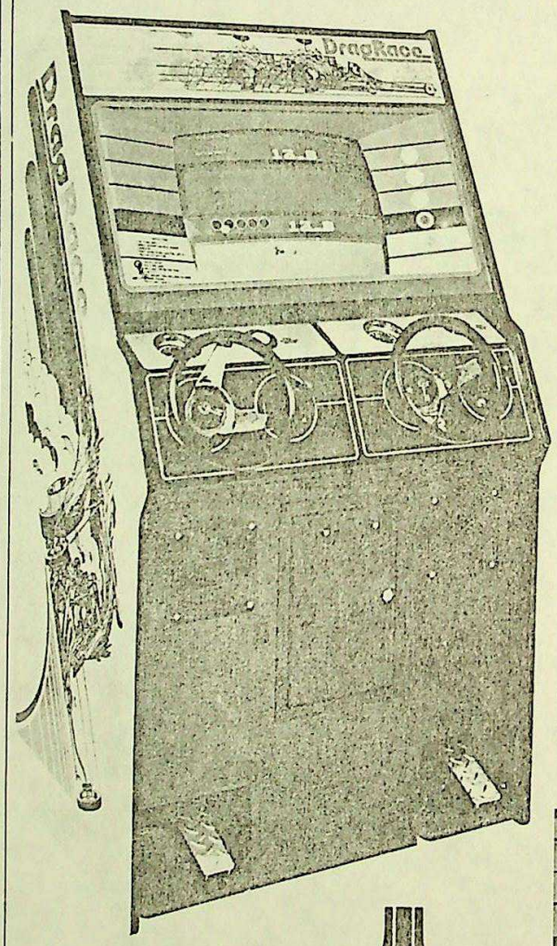
. — The Fry- ected Travis E. the post of ex- according to an master president

ginally joined t left in 1950 to e brokerage and ss. He rejoined vice-president,

nery rs' Work

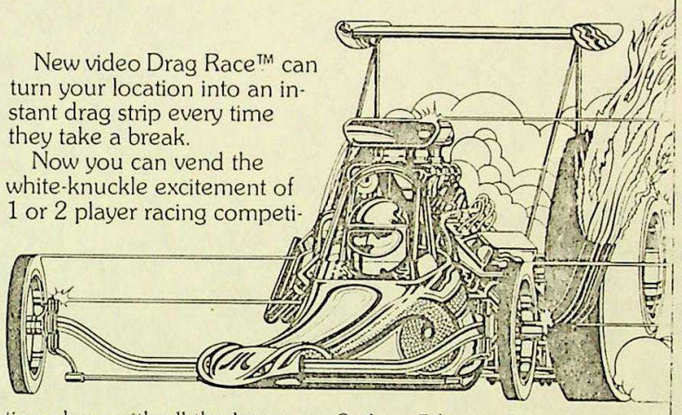
Leaf Confection- ed a broker in- their represent- their sales goals tionery brokers l-expense paid

STAGE A DRAG RACE EVERY TIME YOU SERVE A SNACK.



New video Drag Race™ can turn your location into an instant drag strip every time they take a break.

Now you can vend the white-knuckle excitement of 1 or 2 player racing competition along with all the latest goodies.



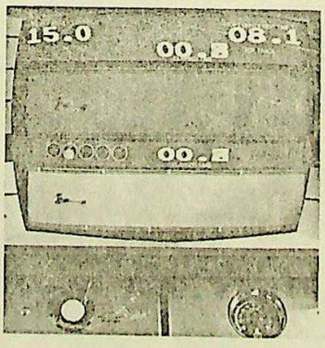
Food service, arcade, game center—whatever type of route you serve, Drag Race means more excitement for your customers, and more dollar excitement for you.

Drag race is a replay natural too.

Drivers compete against an opponent or the computer for best Elapsed Times. Time after time!

A *real* tachometer, sound effects, video dragsters doing wheelies, popping drag chutes add to the irrestible realism.

You can set Drag Race for 3, 4, or 5 heats. Even reward hot drivers with an extra heat for 4.9, 5.9, or 6.9 second times if you choose.



We're playing your game.

Drag Race can be installed and earning, almost as fast as your customers can finish a heat, through the largest service-oriented distributor network in the business.

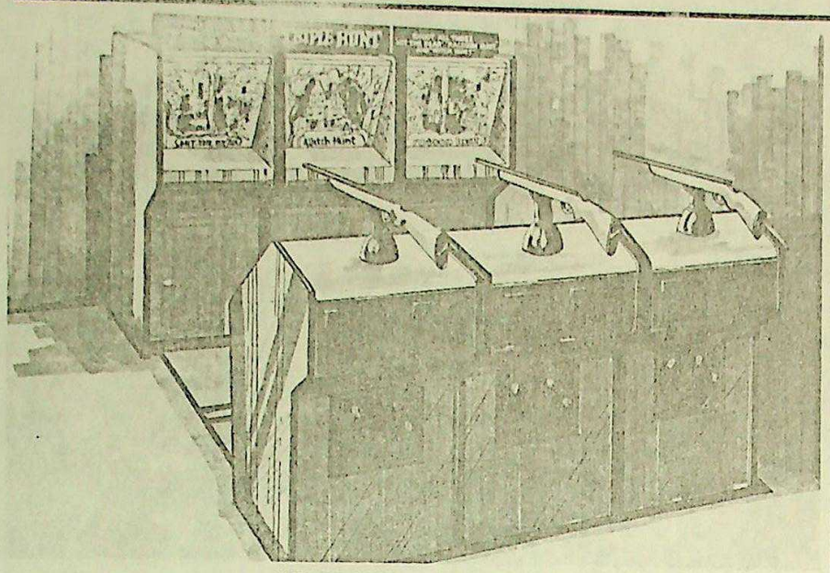
And with built-in self-test programs, and solid state reliability you won't need much service support. If you do, 24-hour parts turn around and our toll-free customer service number (800-538-6892) make it a snap for your service people to keep Drag Race revving.

Talk to your local Atari distributor *now* before your competition does. He also has the details on the widest variety of video and pinball attractions in the industry. Or contact us for referral at 1265 Borregas Avenue, Sunnyvale, California 94086. (408) 745-2500.

ATARI®
Innovative leisure
A Warner Communications Company

Atari. Changing the way the world plays.

© Atari Inc. 1977



ATARI ATTRACTION PANEL

Atari Launches Attraction Panel For Triple Hunt Game

SUNNYVALE, Calif. — In an effort to create high impact and higher collections in a large arcade, Atari Inc. has designed a special attraction panel for its Triple Hunt game.

Provided in this package are three durable 16 gauge steel panels which are installed above a plexiglass retainer. These are designed to fit together when three cabinets are banked side by side. The panels are bright orange in color with black and white lettering and are designed to convert the games into a three-dimensional shooting arcade.

Among the messages on these panels are 'Triple Your Shooting Excitement', 'Shoot All Three: Hit The Bear, Raccoon Hunt and Witch Hunt', and 'Tripl Hunt'. These messages are designed to entice players to try their skill on all three shooting games.

Further information may be obtained by contacting local Atari distributors or by writing to the firm's national sales manager, Frank Ballouz, at Atari, Inc., 1265 Borregas Ave., Sunnyvale, Calif. 94086.

FLORIDA AMA
AMUSEMENT-MERCHANDISING-ASSOCIATION

discovery 77

COME TO MIAMI BEACH and ATTEND THE LARGEST STATE ASSOCIATION-SPONSORED TRADE SHOW and CONVENTION for AMUSEMENT and VENDING OPERATORS

—SCHEDULE OF EVENTS—

THURSDAY, September 15 ..... Tennis/Golf Tournaments
FRIDAY, September 16 ..... Exhibits Open
Cocktail Party
SATURDAY, September 17 ..... Speakers
Luncheon
Exhibits Open
Banquet & Entertainment
SUNDAY, September 18. ..... Exhibits Open

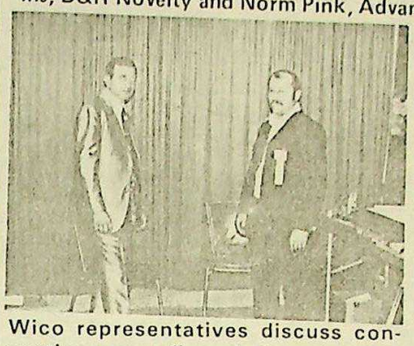
* DEAUVILLE HOTEL * MIAMI BEACH, FLORIDA *
SEPTEMBER 15-18, 1977

FLORIDA AMA
AMUSEMENT-MERCHANDISING-ASSOCIATION

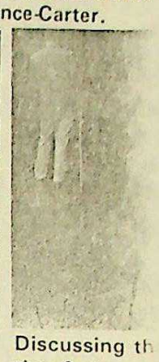
For additional information on attending or exhibiting, and Hotel Reservation Forms, contact:
FLORIDA AMUSEMENT MERCHANDISING ASSOCIATION
P.O. Box 1519
Winter Haven, Florida 33880
or phone (813)294-8802

V/TMG TOURS MOM

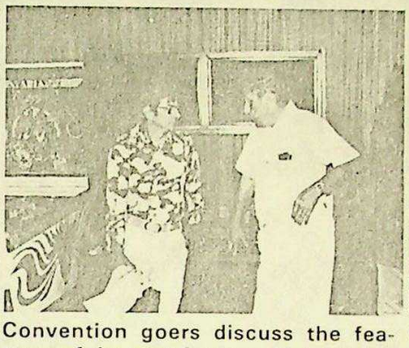
MINNEAPOLIS, Minn. -- Seen here is a representa which were set up at the recently held convention an Operators of Minnesota (see V/TMG, June, 1976). Pho ins, D&R Novelty and Norm Pink, Advance-Carter.



Wico representatives discuss convention proceedings during a break in their booth at the show.

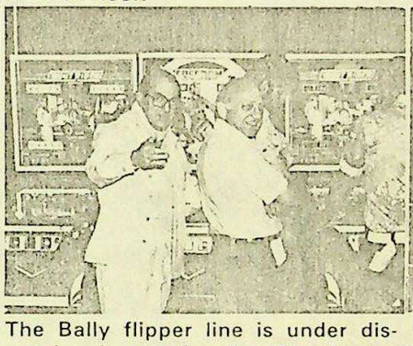


Discussing th the Automa are Lieberma personnel.



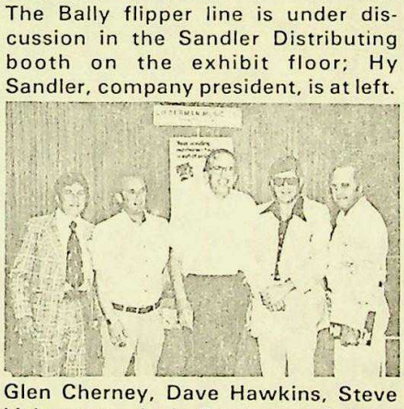
Convention goers discuss the features of the new Seeburg Hutch jukebox which was exhibited on the convention floor.

D&R Indust take orders tendance at th line of access

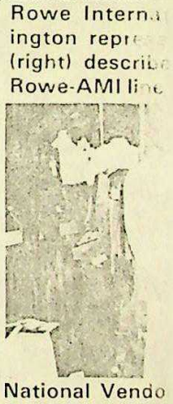


The Bally flipper line is under discussion in the Sandler Distributing booth on the exhibit floor; Hy Sandler, company president, is at left.

Rowe Interna ington repre (right) describ Rowe-AMI li

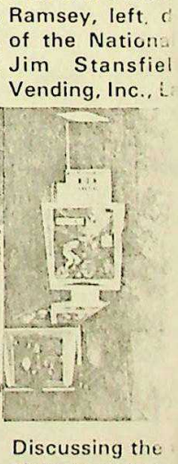


Glen Cherney, Dave Hawkins, Steve Lieberman, Jack Deming and John Trucano pose for V/TMG cameras in the Lieberman booth at the convention.



National Vendo Ramsey, left, of the Nationa Jim Stansfiel Vending, Inc., L

Bill Arkush, Kush N Stuff Amusement Electronics executive, discusses the new Kush N Stuff "Munchkin" digital electronics training program with VENDING TIMES news editor, Ruth Dembowitz, in the Hanson Distributing booth.



Discussing the Lieberman boo Ruggemore Peterson (M Williamson (W Sandy Zieglan department.

;, OPERATORS PROBE PRESENT & FUTURE CONDITIONS

l the ICO
in two or
ight now
until then."
l, Heuman
per pound
portation,
ully, some

ked George
e coffee in-
to promote
swered that
downtredn,
ent frost in
testing a
ign, jointly
ICO; it was
e climate of
eloped con-
not right,"
ith a tight
o increase
dead; we'll
et nearer to
need a re-
a generic

describe the
f 1976 with
xecutive ex-
ional Coffee
g the coffee
ng nations,
e prices at a
"The terms
not now
er price' at
into effect
r pound, and
that low." It
production
s could bring
of this
t will be to
all parties

omers know,
the fraction
an operator
"I don't think
about pack
t the coffee
f coffee they
notice when
nt a good cup
icles confirm
ht pack size,
n taste (coffe
but operators
ck size is sat-
s, the General
sized. Studies
is a trend
people do tend
at home, he

turned to the
ht indication, a
ern as govern-
re interest in

n

some mistakes
t Payment Pro-
& Williamson
ly issue. The

AMSON
tour (4) B&W
ne, you will re-
. . . . . $ 8.00
. . . . . $11.00
umn of the same
Style in quali-
. . . . . $ 1.00
RANDS

ongs
ings
s
gs
s
ngs

it. Replying to a question on roaster policy in affixing weight information to the case, CFS's Friedman replied that, in interstate commerce, the components of a case sold as a unit must be identified; if these in turn are units, they too must be marked. "Since the coffee kit is sold as a unit, its contents must be identified," Friedman noted. "Roasters often use a peel-off lable for this. Individual packets do not require this identification; there has been some movement in various localities to mandate this, but it hasn't been to successful so far."

An audience member pointed out that there has been "an unfortunate tendency to give too little coffee; competition has made this necessary, since the public will not pay the price for quality. Can we learn what roast and grnd yields the most from coffee?"

Superior's Cohn replied that this is the wrong approach, and one leading inevitably to diminishing returns. "You can't go at this as a question of 'how can we give them the least they'll accept?'; you can't go on stretching. Now is the time to give them more. We're not promoting our future by providing the consumer with the weakest coffee we can; we shouldn't go backwards like this," he emphasized.

Goodhost's Daw added that it is impossible to make coffee stronger by roasting darker, grinding finer, or any other technique. "A darker roast provides a darker liquor, but the 'mouth feel" is weaker due to a change

(Continued on Page 42)

AUDIENCE REACTION: John Heuman, CFS Contnental, who heads the National Coffee Association, rises to clarify a point on commodity indexes during panel session.

SUPERBUG™! THE SUPER BUCK SNACK BREAK.

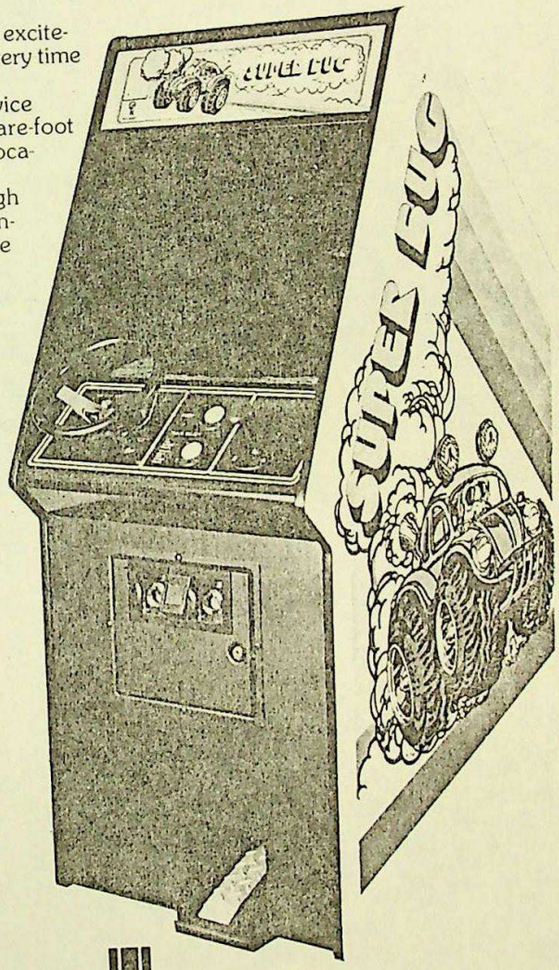
SUPER BUG, our latest video game means new excitement for your customers, new revenues for you. Every time they take a break.

Whether you service both game *and* food service routes, or ready to add these high profit-per-square-foot attractions to your existing food and beverage locations – SUPER BUG is an ideal profit booster.

Players "drive" a yellow "modified bug" through tree-lined city streets, racing the clock over a constantly changing track to cover as much distance as possible.

There's "novice" or "expert" tracks to choose, 4 speed shift, great sound effects and driver "ratings" that pop on the screen to add to the excitement.

Operator-selectable profit options include different game times, extended play.



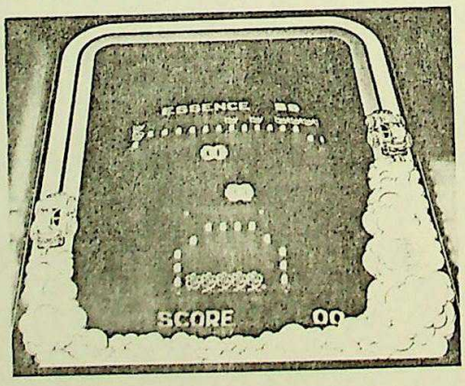
We're playing your game.

Service backup? Not to worry. SUPER BUG, like the sensational STARSHIP 1™ and DRAG RACE,™ is backed up by the largest factory and service-oriented distributor network in the business.

And built-in *self-test* programs, and solid state reliability means longer lasting earnings.

SUPER BUG is not only easy to install, it's a snap for your service people too.

Now's the time! Get the details from your Atari distributor on SUPER BUG and the widest variety of video and solid-state pinball attractions anywhere. Or contact us for referral at 1265 Borregas Avenue, Sunnyvale, CA 94086. (408) 745-2500.



ATARI®
Innovative leisure
A Warner Communications Company

Atari. Changing the way the world plays.

© ATARI, INC 1977

New ystem

alley Man- luced its nt for 25- which they rofitouch ilable only version of

indicates Cat line, ange the sliding a positions. r regular for tour- needs," stem also continues, play, for sited, the y."

stem is in- s on exist- The only ion to the use of a dime and ns needed according

y be ob- m at 333 ich. 48706

kets its

- Dynamo hing Pair h several

include a which, the olicly and namically o features elers that installa- xtrusions, and a cue-

es an ad- stretched well as a sidewalls, e players. e beveled he players ed bank o features face; the tured or

e Dynamo stickers, and free

available ors or by uth Great 75050.

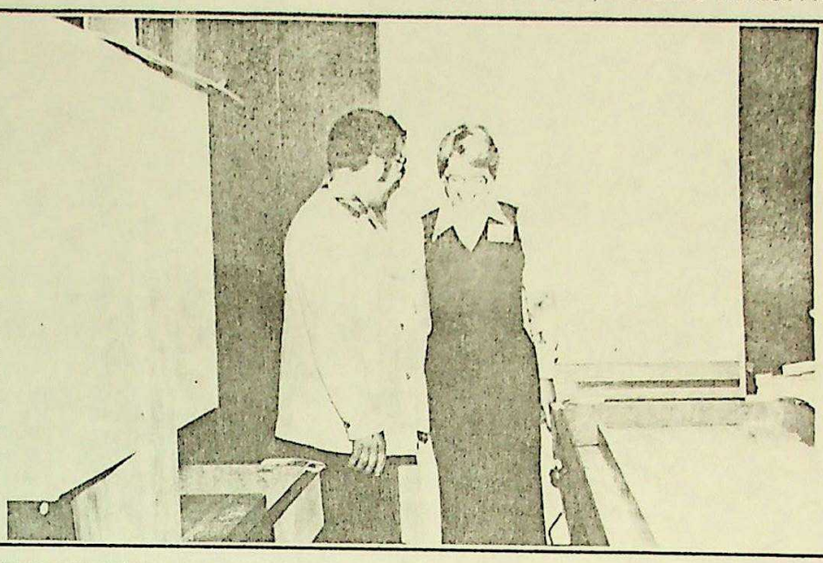
akes ion

H. Belam tment of onal sales

managing turing, an ade gins posts with y, N.J.). travel ex- orld pro- by Belam. ajor inter-

f Belam, siderable e industry marketing organiza- have him

SCORING: Leo Stetler of American Shuffleboard's research and development department, discusses the American LED scoring system with Patricia Matthews (Southern Amusements, Greensboro, N. C.) at the recently held convention of the North Carolina Coin Operators Association. American Shuffleboard sales manager, Sol Lipkin, explained to V/TMG that "operators have generally been able to get a 60-40 split or guarantee with shuffleboards in locations. What generally happens is that the loser of the game will buy a round of drinks, so the location owners are also making money. We have also found that shuffleboard has become a singles game." The firm observes that there is a great deal of interest in their 12 foot cushion. American Shuffleboard is located at 210 Paterson Plank Rd., Union, N. J.



NEW FROM MIDWAY

GUIDED MISSILE

A "SOUND" LAND, SEA AND AIR ACTION GAME.

- ONE OR TWO PLAYER GAME
- STURDY "JOY STICK" CONTROLS
- REALISTIC SOUNDS
- FLASHING EXPLOSION LIGHTS
- ADJUSTABLE TIMER AND EXTENDED PLAY
- TARGETS SCORE 30–150 POINTS
- MICRO-PROCESSOR LOGIC SYSTEM
- BUILT IN RAM AND ROM TESTER
- 23" SOLID STATE MONITOR
- VARIABLE COINAGE
- DOUBLE 25¢ COIN CHUTES

CABINET SIZE:
26½" (67.31cm) WIDE
32" (81.28cm) DEEP
66" (167.64cm) HIGH

MIDWAY MFG. CO. — 10750 Grand Avenue, Franklin Park, Illinois 60131 phone: (312) 451-1360
A BALLY COMPANY

★★★★★★★ AMOA EXHIBIT PREVIEW

Ardac is showing its line of bulk-loaded dollar bill and coin changers, as well as a new compact bulk-loaded dollar bill changer. Attending the convention from the firm are Frank A. Novak, president; Sanford C. Murck, vice-president; Richard C. Lee, national sales manager; and C. Anthony Butowicz, national sales manager.

A-1 Supply, Inc. is exhibiting its line of coin-operated amusement games, including its TV Blackjack and TV Draw poker. Attending the convention from the firm are Wm. S. (Si) Redd, president; Cling Shockdy, marketing manager; Dale Rodesch, general manager; and William Nutting, plant manager.

Abloy, Inc. is showing its full line of high security locks. Attending the convention from the firm are Norbert Nadbornik, managing director; Paul Newberger, sales manager; Frank Minnella, eastern sales representative; and Tap Pento, marketing manager.

A.C.S. Inc. is showing its Alcohol Guard coin operated breath testing device for use in bars and lounges. On hand in the firm's booth are Tom Tirey, vice-president; Pete Petropoulos, marketing consultant; John McEachran, president; and Jack George, director. The company is conducting a special promotional activity.

American Shuffleboard Co., Inc. is exhibiting its line of coin-operated shuffleboards, coin-operated pool tables, and shuffleboard accessories and supplies. Answering customer quieries in the booth are Nick Malone, general manager; Sol Lipkin, sales manager; Leo Stetler, research and engineering; and Richard Delfino, production manager.

Americoin is displaying its line of electro-mechanical arcade equipment. Answering customer questions in the company's booth are Daniel Winter, executive director; Ed Solkol, director-engineering; Keeth Egging, director-research and development; and Don Bok, manager,-manufacturing.

Amutech L
sweeper, G
twin rifle s
War, and
Manning t
Marion, p
director of
John McM
search and

Ardac, Inc.
dollar bill a
ing a new,
changer. F
on the Ar
president
tional sales

Atari, Inc.
and solid st
in the firm
chairman
president;
research
Lipkin, vice

ager, coin
ident, fi
president
vice-presi
Williams
ing and ge
Ballouz, na
Osborne
ager; Ho
sales mana
representa
ball mark
Kantor, ma

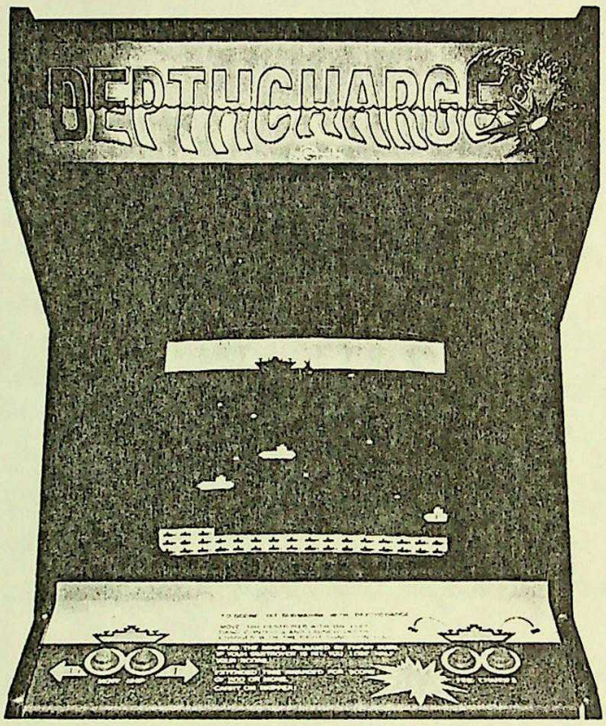
Automat
of vending
and servic
the comp
customers

Bally Ma
its comple
On hand in
B. Schee
O'Donne
marketing;
ager; Bo
manager
manager; H
ager; Be
manager;
service ma

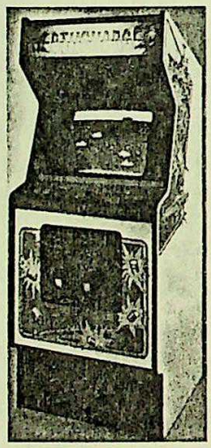
R.H. Bela
complete
hand in
Haim, pr
ident; Rob
Ronald H
Breaks, d
Paul Schmi
and Murra

Brunswick
exhibiting
tables, co
coin-op am
the expos
Nixon, vic

An explosive new video game.
DEPTHCHARGE



A direct hit for repeat play from Gremlin.



Fire one for strategy
—launch each depth charge at the right time, right place.

Fire two for action
—sink the submarines moving below at different speeds.

Fire three for defense
—steer the ship to avoid random mines that cut your score in half.

Fire four for challenge
—aim for higher-point, harder-to-hit subs as your skill increases.

Fire five for incentive
—beat the high score to date, recorded on screen between games.

Fire six for suspense
—add bonus points when time runs out for each sunken sub in the "graveyard."

Fire seven for realism
—enjoy spectacular explosions, sinkings and sonar in this Gremlin sound sensation.

Now, another strike from Gremlin.

tenpin

Remote control bowling to keep the profit ball rolling.

Gremlin, the undisputed leader in wall games, tests players' reflexes in this game of skill and logic.
Call your Gremlin distributor for details.

Gremlin®

The games people really play.

Gremlin Industries, Inc.
8401 Aero Drive, San Diego, CA 92123
(714) 277-8700

VENDING TIMES
OCT. 1977
p. 88

BLAST it out with Desert Patrol!

Experience the true sights and sounds that immediately capture public patronage.

Utilizing a high speed microprocessing technique engineered by PSE.

Backed by PSE's proven reliability. Featuring NEW improved after sale service.

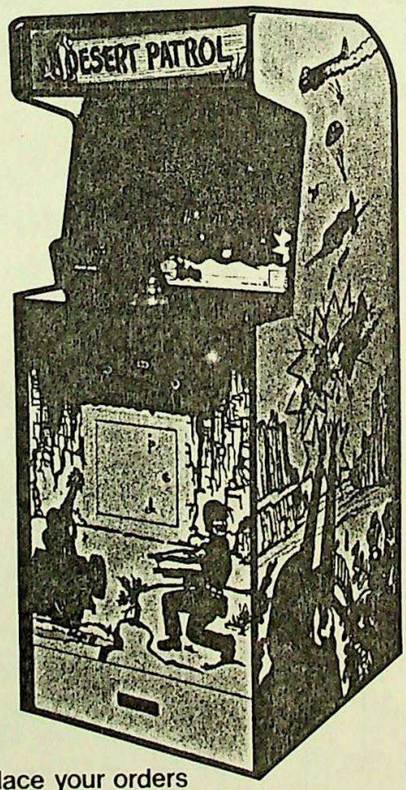
"True" Random" generation targets. Every game is different.

Pilfer proof rear door
Three dimensional black-light interior graphics.

Six different aircraft targets. with Penalty Feature.

Adjustable length of game timer.

Adjustable volume control.



Place your orders NOW through your distributor or contact PSE.

Rugged reinforced cabinet.

Heavy duty realistic double barrel machine gun.

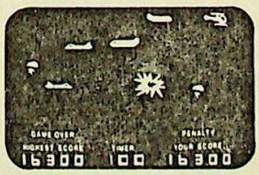
Slide out platform with adjustable glides.

Remote, locked, high capacity coin box.

23" solid state monitor.

Project Support Engineering.

750 N. Mary Avenue
Sunnyvale, CA 94086
Telephone (408) 739-8550
Toll Free (800) 538-1798
Telex 346-415



Dimensions:
Height: 73" Width: 32" Depth: 28"

VENDING TIMES
OCT. 1977
p. 90

STAR CRUISER

ramtek's newest star !!!

- 2 PLAYER GAME 25¢ or 50¢ PER GAME
- EXCITING VEHICLE AND EXPLOSION SOUNDS
- DUAL 25¢ COIN DOOR
- HEAVY DUTY ALUMINUM WHEELS AND PEDALS
- ADJUSTABLE TIME CONTROL
- 23" SOLID STATE MONITOR
- DEPENDABLE RAMTEK MICROPROCESSOR BOARDS

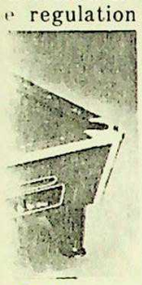
amtek
Experience Shows
Commercial Street
yvale, CA. 94086
0) 538-1733

Matching Pairs At AMOA Show

. – Dynamo
ed that its
and soccer
attraction at
AMOA Expo-
nent place in
od and Black

ave been en-
d by the
Lewis, vice-
osewood has
operator, but
s are being
s. This gives
tive finishes
d, Black on
ck. Each will
e any game

Dynamo, ob-
o tables con-
eatures not
les currently
ave been es-
e regulation



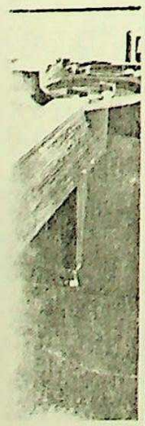
OD 30

with its own
a selection
to display
cord in de-
y, the 'least
ding order,
rof selections
e firm states.
overplay be-
s made rather

both units is
d solid state
ated circuit
g d plated
d a two year
s.
ed through
bserves that
red on the
ars and is
ranty on all

g a complete

available at
firm is loca-
d, Whippany,



rd Supply is
ni-Golf seen
nt play, the
ys like bil-
that it is de-
as lounges,
d arcades.
be obtained
d at 1408
a. 32810.

size 2-1/4" cueball. This ball has been homogenously and phonicly cast as well as dynamically balanced to eliminate any imbalancing weights. The 1977 models also offer a built-in chalk and drink deflector to capture chalk, liquids or any other debris. This permits a ball to roll freely through the ball trap without hanging or clogging."

The Dynamo table also features special leg levelers which do not have to be removed during installation. The table is supported by solid wood legs with transverse metal braces and shims at eight points supporting its solid, one piece, imported natural slate.

Further information may be obtained by contacting local Dynamo distributors. The firm is located at 1805 S. Great Southwest Highway, Grand Prairie, Tex. 75050.

COMPANY EXECUTIVES: Seen here are Dynamo president Bill Rickett (left) and vice-president, John Lewis. The two executives observed that "the Dynamo mirrored tables have been enthusistically accepted by the industry. They will thus be featured in our booth at the AMOA exposition." The executives added that the units have "been accepted by the players as well as the operators."

MIDWAY MFG. CO. — 10750 Grand Avenue, Franklin Park, Illinois 60131 phone: (312) 451-1360
A BALLY COMPANY

VENDING TIMES p. 114

DING SALES & RECONDITIONING

● Indianapolis, Ind. 46205 ● (317) 924-5757

ONED MACHINES—LOCATION READY

/-510G-15/20¢ VEND $225
IPDATED CHANGER & TOTALIZER. . . 695
'2-72"-100mm WOODGRAIN-CROWN . . 525
'2-64"-100mm -¢ ACMR 350
)-800 CONSO-100mm
LAY 345
E 72"-WOODGRAIN-CROWN STYLE . . 675
72"-WOODGRAIN-CROWN STYLE . . . 1,250
. 72"-WOODGRAIN-CROWN STYLE . . . 475
AN-72"-WOODGRAIN-CROWN STYLE . . 695
64"-BEIGE 325
IDS 72" & 79" One & Two Oven . . . . . .call
OR WRITE FOR COMPLETE LIST

YOUR ACE LOCKS REKEYED

Why have 20 different keys when one will do?
Let us master all your ACE locks to one key.

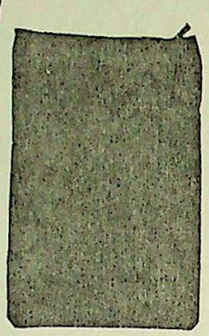
$1.25 each 10% Off In lots of 100 or more

Send one key with the locks you want rekeyed

RANDEL LOCK SERVICE

61 Rockaway Avenue, Valley Stream, N.Y. 11580
TEL. 516 VA 5-6216
Our 38th Year In Vending

ECTION



n 100% Nylon,
. brass zippers,
in a beautiful
on. Extremely
also make cloth
autiful colors.
for a free bro-

gs, drawstring bags, lead seals, coin
gs, vinyl bags, night deposit bags,
r Armorlocks.

MA BAG CO., INC.

x 576, Talladega, Fla. 35160
205-362-4921
Since 1908

●●●●●

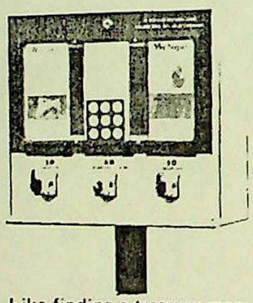
ROLLING
HINES

D FOOD

MACHINES

f low-priced,
ity vending
distributors
reas

ributors Only



Like finding a treasure map to profits!!!

Call or write:
TUBA INC.
P.O. Box 311
Crystal Lake, IL 60014
(815) 459-5848

●●●●●

SMOKESHOP ACCUMULATORS
FOR SALE
100 Totalizers
Price Up To $1.00
REGENT VENDING
& AMUSEMENTS LTD.
880 Wellington
Ottawa, Canada K1R 6K7
E. Levin/J. Murray/S. Skinner
(613) 237-6411

BUSINESS OPPORTUNITY
General Manager to operate full line vending business in east central Wisconsin. Sales over one-half million. Must be able to buy into business. Pelletier Vending Service, Inc., Nine 8th Street, Fond du Lac, Wisconsin 54935.

BUSINESS OPPORTUNITY
Maintenance mechanic for full line vending business. Opportunity to get into your own business. Located in east central Wisconsin. Pelletier Vending Service, Inc., Nine 8th Street, Fond du Lac, Wisconsin 54935.

FOR SALE
Coin Machine Route located in Richmond, Va. for 35 years. Complete line of amusement, music, and cigarette machines placed in solid customer route. Estate settlement. Will finance to qualified buyer. Contact: Jim Whiting, (804) 644-3071. The Virginia Business Exchange, Box 1459, Richmond, Va. 23212.

LOCATIONS LOCATIONS
PRIME LOCATIONS
For Your Clients.
A Plus For You!
Soft and Hard Goods.
Call, Write:
WORLD WIDE UNLIMITED
6112 York Rd., Suite 203
Baltimore, Md. 21212
(301) 532-7330

LATEX
We manufacture a complete line of Latex and Sanitary Napkins at America's lowest prices. Distributors and Operators--Write or call us for prices and details on all supplies, and also machines for same. A&A Company, 1930VTL Greenspring Drive, Timonium Maryland 21093. Phone: 301-252-1020.

NEW!!!! NEW!!!!

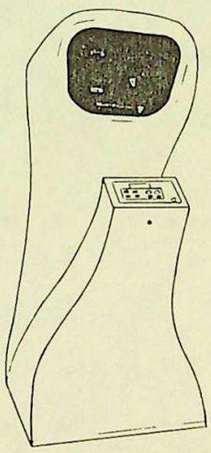
STONER/VENDO CONVERSION KIT

Accepts 2 dimes for 20-cent vend; accepts 2 dimes, 1 nickel for 25-cent vend; accepts 2 dimes, 2 nickels for 30-cent vend. Any 2 prices.
Priced $15.00 each, 10 or more, $6.00 each, or will convert your mech for $20.00 each plus postage.

NATIONAL
SLIDING COIN CHUTE
CONVERSION KIT TO ACCEPT QUARTERS

All National candy machines can be converted to accept quarters. When converted, machine will accept quarters for 25¢ vend and also give nickel change for 20¢ vend. PRICE: $10.00 each.

A&M VENDING CO.
7355 North 39th Drive
Phoenix, Ariz. 85021
Phone: (602) 939-7817



SUPER BUY!

Nutting
COMPUTER SPACE

Thoroughly Reconditioned -- Guaranteed

Only **$295**

Location-proven profit producer! Exciting action as player's rocket ship battles flying saucers on TV screen. Each game different. Fiberglass space age cabinet.

Terms: 1/3 dep., bal. Sight Draft
Phone, write for complete list: games, music, vending.

WORLD WIDE *distributors co.*
A DIV. OF AMERICAN RECREATION GROUP
2730 W. FULLERTON AVE., CHICAGO, IL 60647
Phone: 312/384-2300 • Cable: GAMES-CHICAGO

ATIONAL CIGARETTE MACHINES

50 NATIONAL 80M CIGARETTE (64 in.)
0 NATIONAL CONSOLINE CIGARETTE
NATIONAL 650 CONSOLINE CIGARETTE

without ACMR	New ACMR	Plus 100mm
$70	160	220
90	180	240
90	180	240

ED. OLD 800 CONSOLINE MACHINES
OWN 222 LOADED MINT COND $625
IOP CENTURY 850'S 100mm $225
ON FOR 800 6 REAR COLUMN
NSOLINES $49.95

LOWEST PRICES ON THE EAST COAST
DISCOUNTS ON QUANTITY PURCHASES SPECIAL
CABINET & PARTS PRICES

AST COAST MACHINE SALES
(609) **641-9525**
ASK FOR BIG MAC

OUR TRUCK – PICK UP AT OUR WAREHOUSE LOADING DOCKS. . .

CANNED SODA HEADQUARTERS
Rock-Ola, Steelmade, Vendo, Victor, Cavalier, Choice-Vend
Reconditioned or As-Is
Quantity Prices Available
Write: PROGRESS FOR VENDING, INC.
3601 N. Mozart St.,
Chicago, Ill. 60618
Phone: (312)583-3400

WANTED
Rowe BCC8 and $9 Bill Changers. Top prices paid.
Vendors Exchange, Inc.
5200 Prospect Ave.
Cleveland, Ohio 44103
(216) 432-1800

FOR SALE
Coffee-Mat Jr.'s, 10¢ or 15¢ correct change models and Bunn-O Matic and Brewmatic Pour-Overs and Coffee Inn 9 AM's and CBC units, Central Equipment, 320 Vine Ave., Salem, Ohio 44460. 216-332-9400.

Market Snacks Via Nabisco Facilities

Grandma's Services Di- entered into r the national products to vice industry arehouse dis-

roduction and rton, Ore. and Fruit 'n Oat- tritious item r of flavor date and production of the Nabisco

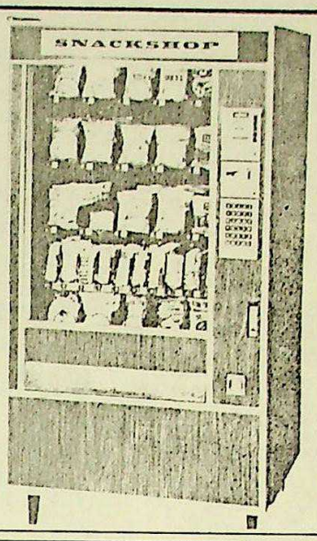
move was r both com- t William R. hat Nabisco uld be able to the product food service

line. "At the same time, it allows us to accelerate our national marketing plan, and to develop other new food service products without having to maintain a full system of brokers and distributors."

Nabisco Food Services president William J. Tobin commented that the combination of "our distribution systems and their product and marketing knowledge is a major advantage for both of us." Noting that the agreement would add "a very valuable and merchandisable product to our line," Tobin stated: "We expect to be able to accomplish healthy growth in terms of sales due to the mutual agreement."

Nabisco recently agreed to market Ovaltine Products snack items, such as "Fiddle Faddle" and "Screaming Yellow Zonkers" to the vending trade.

SNACKSHOP II FOR '78: Automatic Products has announced the availability of this 1978-model "Snackshop II" maximum-visibility glass-front merchandiser. New features include semi-automatic shelf lock controls, a lightweight aluminum delivery bin door system with improved security, and a 30-price coin mechanism. Many proven features of the previous model are also incorporated; the unit is designed for simplified loading of a variety of bags and other product formats. A "Candyshop" gum-and-mint dispenser is also featured, mounted on a slide-out panel. Dispensing units are readily interchangeable, with up to 40 selections possible; drop clearance is 7½ ins. to avoid product hang-up. The "Snackshop II" is offered in most 72-in. stylings.



To Buy y Foods

n Up Co. has to acquire ods, Inc., of proposed ac- p rchase the egon Freeze share, giving about $9.8

t to the ap- ors of both the Oregon ers.

principle ing of food he firm had earnings of

vice ccount

addition of to 145 the counts now agement act feeding p.

to manage t the SCM New York, fast, lunch, Mary Navas nager.

MFS will rporate ex- tem, which Ohio Rail- io Railroad. d the pro- ge Heights the Bronx, s prepared S. George d account

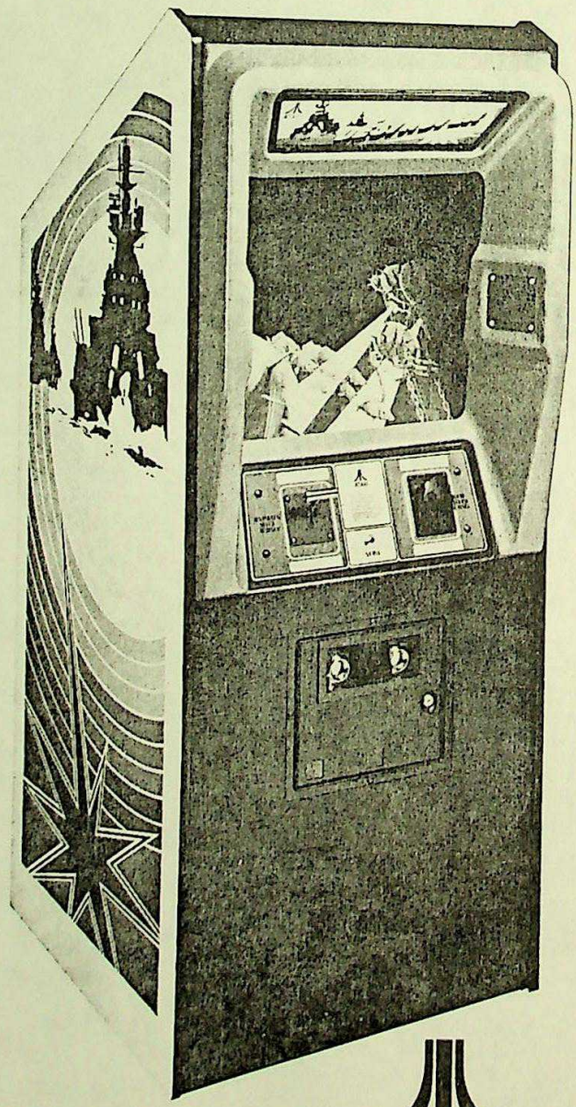
art eration

rkis Man- een set up rkis, who growing on in the nths, the million

brothers ester, and od service a yearly when it were sub- A

peration, s also of other in- enty of ootsteps t Fred

GET A DIRECT HIT EVERY TIME THEY SINK A SUB...



A direct hit on *new profits!*

New Destroyer™ is explosive 1 player action. Players command a sub-chaser in an exciting video search and destroy mission.

Objective: sink as many subs as possible.

Every time *he* scores, *you* score a hit for extra profits.

And as many operators already know, Destroyer (or any Atari game for that matter) is an automatic profit booster for routes that normally operate cigarettes, food and beverages, as well as for existing game routes. It's also an attractive investment because these games don't carry the usual maintenance or inventory burdens. Only bonus profit.

We're playing your game.

Destroyer can be installed and collecting almost as fast as your customers can sink a sub, through the largest service-oriented distributor network in the industry.

And built-in self-test programs, solid-state reliability and back-up from our toll-free customer service number (800-538-6892) means Destroyer is always ready for heavy action.

Talk to your local Atari Distributor now. He has the input you need.
Or contact us for referral at 1265 Borregas Avenue, Sunnyvale, CA 94086. (408) 745-2500.

ATARI®
Innovative leisure
A Warner Communications Company

Atari. Changing the way the world plays.

rkets Line Of Token Venders

The John
ne of token
musement
ciation in
que vend-
irate," are
oes which
vending
fruit reel
ht arm of
and vends
ky charm.

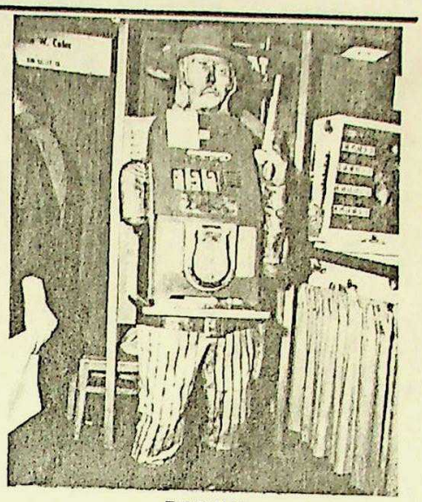
The reel mechanism provides the illusion of playing a game of choice; as might be expected, the "Bandit" has one arm.

The units, which are 6'2" and weigh 180 pounds, features walnut oak cabinets as well as front token loading and coin box removal and steel mounting floor plates. They incorporate a fully-mechanical three-reel Bell mechanism

The devices are designed to vend tokens at 25-cents. A one-year guarantee on all parts against normal wear and tear is available from the firm, as is information on converting the machine to other uses.

Further information may be obtained by writing to the firm at 7506 Clybourn Ave., Sun Valley, Calif.

PIRATE



BANDIT

500
zer

national
marketing
ch audits
usement

500/LED
ermit the
controls
rmanent
usic and
dollar and
ack and
provides
totalizer

x 4" x 1".
cks itself
g the
immune
ransient
Total
minated

btained
otalizing
St.,

ets
ck
et

Games
Black
nit was
expo-
Op-

es, in
Card
0 1000
es or
The
r four
tures
bonus
ntrols
ree or

n and
d for
top is
195
es an

ained
dis-
7831

MIDWAY MFG. CO. — 10750 West Grand Avenue, Franklin Park, Illinois 60131 phone: (312) 451-1360
A BALLY COMPANY

›oints Weir
›es Manager

— Cornnuts, Inc. Weir has joined its as Southeastern ›ger. His territory entire Southeast, lantic coast.

›rnnuts, Weir was a ›nager for Jolly ›., a division of he had previously ›epresentative for ›g Cards and Draw- Cards. He is a ›o.

› a line of toasted ›ng and other retail

VEIR

›fers Honey
›ling Cookie

›. — A new, large- Honey Granola ›le for the vending › 25¢ vending, the ›Wheat Honey ›tangular in shape › board backing to designed for sale ›quipment.

›lfield, honey is the › the new cookies; weetener is used. › that very high- › into the Whole- ›kie: honey, oats, soy oil, prunes, ›at germ, sesame ›white solids, soy molasses, whey ›avening, and sea ›iencies permit the ›ed at a price offer- ›margin to the op- ›ls.

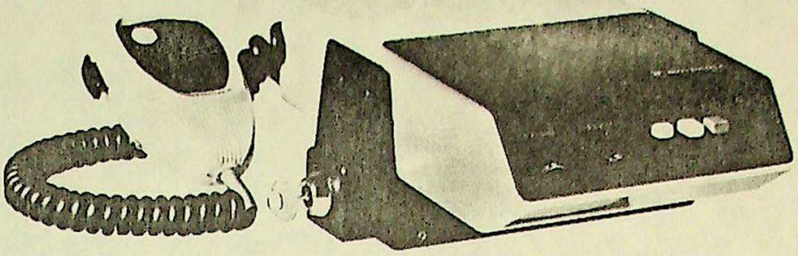
›ffers a variety of › "Vend-Nutrition These include ›wer Snack, Wood- ›Snack, and Wood- ›uts. All are packed ›s or additives, and ›rition information

›e Woodfield line ›he company at 63 ›m, Mass. 02194.

›nveils New
›w-Ets Wrap

Penna. — Gold- ›as introduced its ›ed candy bar in a and red glassine to the company, been designed to › a companion bar ›hed dark-coated › Goldenberg. ›dquartered at 161 ›e., Philadelphia,

MOTOROLA 800 MHz MAXAR: Motorola, Inc. has announced that its "Maxar" 2-way FM mobile/control station radios are now available for use on the 800-megaherz band. According to the firm's Communications Division, the 800 MHz band offers clear, interference-free transmission and reception, even in most urban areas, and business radio users who qualify under FCC guidelines for channel loading can apply for their own private channel in this band. Like its companion models for other bands, the 800 MHz "Maxar" features integrated and hybrid circuitry, monolithic crystal and harmonic filters and a solid-state antenna switch. The small radio, which weighs 6 lbs., is designed for dash mounting in vehicles.



EVERY TIME YOU SERVE A SNACK, THEY CAN SPRINT 12 DIFFERENT RACES.

The quarter drops, the seconds tick by... and they're off! Screaming across the starting line, fighting for position in high speed turns, sprinting against the clock to drive as many laps as possible.

With new Sprint I,™ it's a new video race with every lap. After each lap is completed, a different track appears automatically. It's 12 races in one!

A new compact cabinet design means Sprint I can generate the same high collections as our popular Sprint II™ video in locations with less available floor space.

And the rich wood grain look adds even more profit-making location versatility. You can literally place Sprint I anywhere!

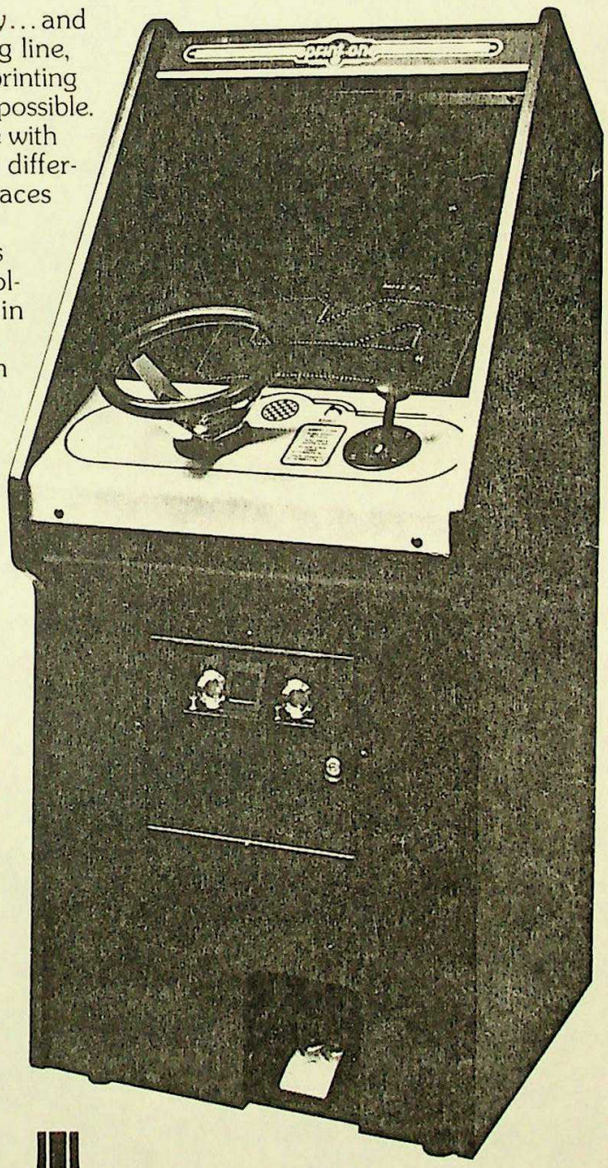
If you handle cigarettes, food and beverages, Sprint I can boost your revenues without the usual maintenance and inventory drag.

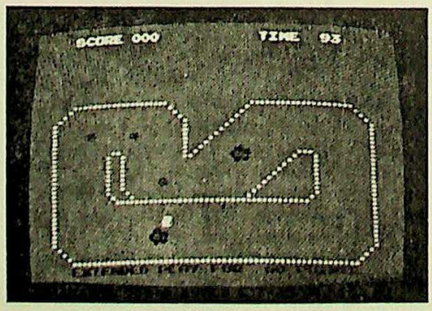
Just music and games, or all of the above, Sprint I will spike your profits.

Built-in self-test systems, solid state dependability with instant support from our Customer Service Department (toll-free at 800-538-6892) keeps Sprint I running for the money.

Talk to your local Atari distributor. He can also tell you about the new video sensations: Canyon Bomber,™ Destroyer,™ Ultra Tank™ and the sensational Airborne Avenger™ 4 player electronic pinball game.

Or contact us for referral at Atari Inc., 1265 Borregas Avenue, Sunnyvale, CA 94086. (408) 745-2500.

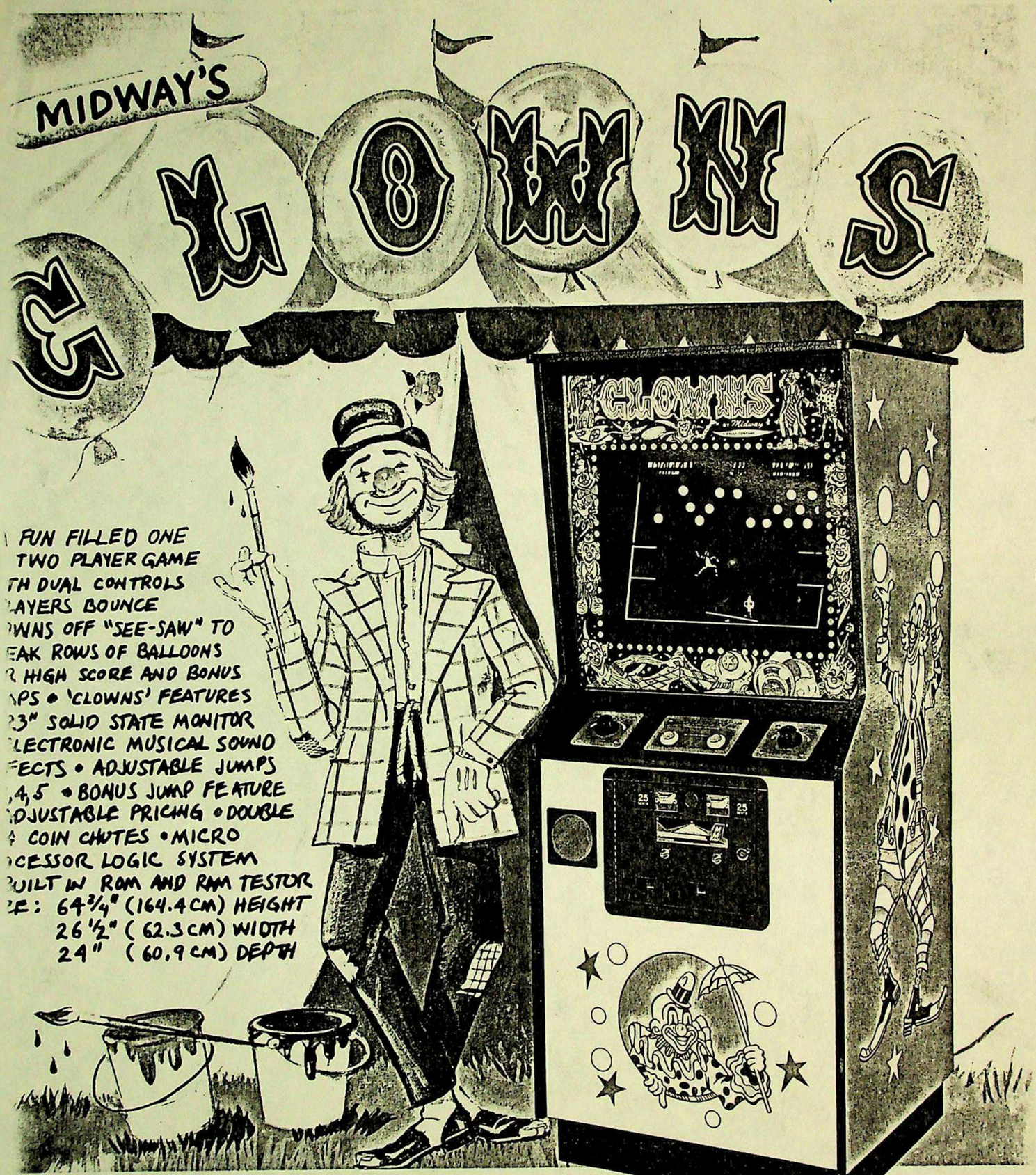




ATARI®
Innovative leisure
A Warner Communications Company

VENDING TIMES FEB. 1978

P. 54



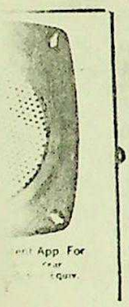
MIDWAY MFG. CO. — *10750 Grand Avenue, Franklin Park, Illinois 60131* *phone: (312) 451-1360*

A Bally Company

PRINTED IN U.S.A.

otects
lachines

The Vend- marketed by , is designed ed machine ft. The VM-12 nding micro- ronic siren as mpted.
d as a loud ontinue even the wires are inute turn-off patent-pend- ailable along e that locks a e lock.
ufacturer, "If ns amount to ft or damage the alarm will d/or operator an also make ling machines able and safe."
d-Alarm VM- om: Stanley ems (Div. of Chapman St.,



VM-12

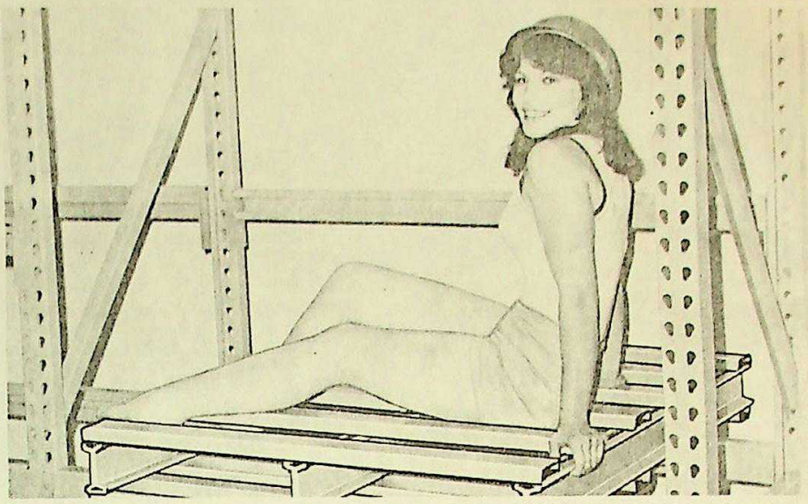
ints
nal Mgr.

J. Mears has al Manager, a Pure Home ilters of AMF will report Manager and directing the the states of sas, and all of Mexico to the g Montana, nnesota and

the univer- gree in engin- in 1972 as Dis- tates of Texas,

RS

VENDING PALLET: New from Bernard Franklin Co. is this "W" design all-steel pallet, designed specifically for vending warehouse use. Said to be ideally suited for hand pallet jacks or fork lifts, the pallets are built to reduce breakage, splintering, and repair costs. Featuring lightweight I-beam construction, they are precision welded and finished in grey enamel. Offered in two load capacities (6,000 and 10,000 lb. static and 25,000 lb. dynamic) and five standard sizes (from 36 x 48 ins. to 48 x 48 ins), the pallets come in three styles: double faced, semi-double and single faced two-way entry. Special sizes can be made to order. Information on the line is available from Bernard Franklin Co., 4424 Paul St., Philadelphia, Penna. 19124.



WHOEVER HEARD OF STAGING A SKY RAID AND SERVING A SNACK AT THE SAME TIME?

You have now! The fantastic new SKY RAIDER™ video attraction is the latest example of why automatic merchandising and Atari games are *the new profit partners!*

Sky Raider is explosive 1 player combat bombing action. A unique new engineering concept presents the player with a bird's-eye view of continuously moving video terrain. The "mission" is to bomb as many targets as possible (with various point values) as they appear at random.

Sky Raider is an automatic profit booster for routes that operate food and beverages, as well as for existing street or arcade game routes. Like all Atari games, it's an attractive investment, too, because these games don't carry the usual maintenance or inventory burdens. Only bonus profit!

We're playing your game.

There's more. Like new *Sprint I*,™ a 1 player racing game with 12 automatically changing tracks. New *Ultra Tank*,™ the ultimate 1 or 2 player video tank game with so many new options, it's like 8 different games in one. And new *Airborne Avenger*,™ one of the exclusive wider playfield, all electronic flipper games that's out-earning everything in sight.

There's built-in self-test systems for on-the-spot trouble-shooting, back-up from our toll-free Customer Service number (800-538-6892) and support from the largest distributor network in the industry.

Talk to your local Atari Distributor now. Or contact us for referral at Atari Inc., 1265 Borregas Ave., Sunnyvale, CA 94086. (408) 745-2500.

ATARI®

A Warner Communications Company

Atari. Changing the way your world plays

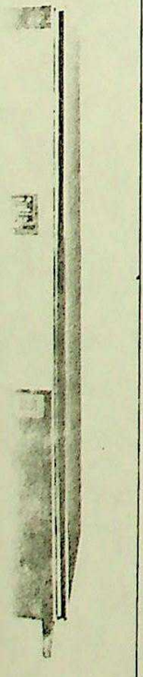
© Atari Inc. 1978

at Export Model 872 Fresh Brew Hot Drink Machine ›ing Sales Expansion In Overseas Marketing Areas

- An export 'rink vender, orp., has had eas sales, ac- it Jerry G. a modified del 872 fresh

of the 872, the British eceived," ac- manager of fee-Mat. The d both fresh- e (at two dif- soft drink l Booth cold to the one Combo-Mat" British fresh ate, soup and

Coffee-Mat nager Rex the firm's which was 6. Since its office has gains for ment, some solve prob- eir clients in



model of 072 micro- age vender of fresh- eeze-dried selection, ucts. This d by op- ons

lemon tea. If desired, it can be used to prepare freshly-brewed leaf tea instead of fresh-brew coffee, in addition to freeze dried coffee and the three soluble product selections and a cold beverage.

SYRUP BASE

Yanarell reports that the cold-drink selection, prepared from syrup as is customary in American venders rather than from a powdered base as has been typical of English ones, is attracting considerable attention in the United Kingdom. The size of the machine—its cabinet is basically that of an eight-selection coffee vender—plus its great versatility and selectivity area also real marketing plusses in Britain, Yanarell adds.

Coffee-Mat's European markets manager has worked closely with operators in the United Kingdom and on the Continent in demonstrating the advantages of the firm's export units.

A powerful contributor to the firm's continuing sales growth in the North Atlantic market is a 6-tray, 45-select version of the "Maxi-Mat" front-window merchandiser. Yanarell reports that this configuration of Coffee-Mat's well-known snack machine is extremely popular in Britain because of its ability to vend a wide range of merchandise (candy, snacks, cigarets, and sundries) simultaneously. An operator with a "Maxi-Mat" loaded to meet the specific tastes of patrons plus hot/cold unit can provide excellent service to accounts with a minimum equipment load. This approach may point the way for American vendors to re-enter the "mini-market", the company notes.

Coffee-Mat opened its European

(Continued on Page 46)

NOW YOU CAN SERVE REFRESHMENTS DURING AN AVALANCHE!

It's a brand new profit opportunity! With new video Avalanche™, your customers can experience the excitement of escaping an avalanche every time they take a break. While *you* get buried by falling quarters!

Avalanche is an all new competitive challenge for 1 or 2 players. The object is to "catch" video "rocks" with a controllable set of paddles that diminish in number and size as the "rocks" fall faster and faster. It's the kind of action players really get hooked on.

New Profit Partners

New Avalanche is another reason why Atari and automatic merchandising are the new profit team.

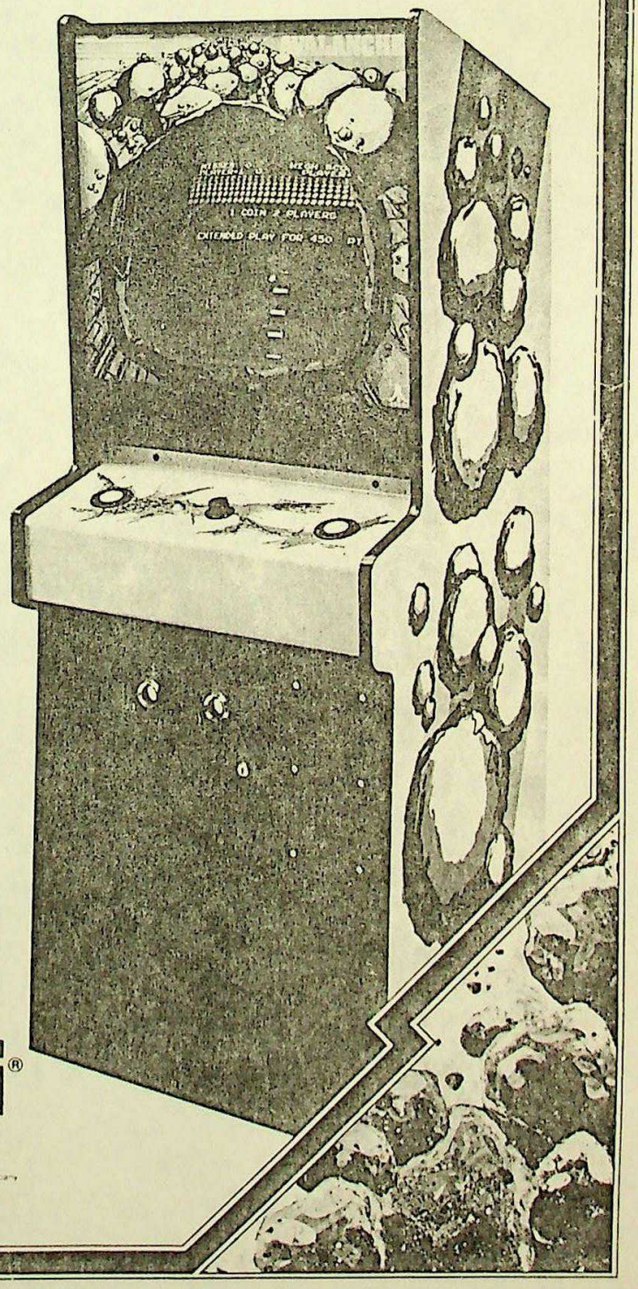
Avalanche is a natural to boost profits on routes that operate food and beverages as well as on existing street or arcade routes. It's another high-return investment too, because like all Atari games, there's next-to-zero maintenance and inventory burden.

We're playing your game.

There's more. More opportunities for bonus profit. Like new Sprint 1™ with 12 automatically changing tracks. And spectacular new Middle Earth™ pinball with exclusive Wide-Action playfield and all-electronic reliability.

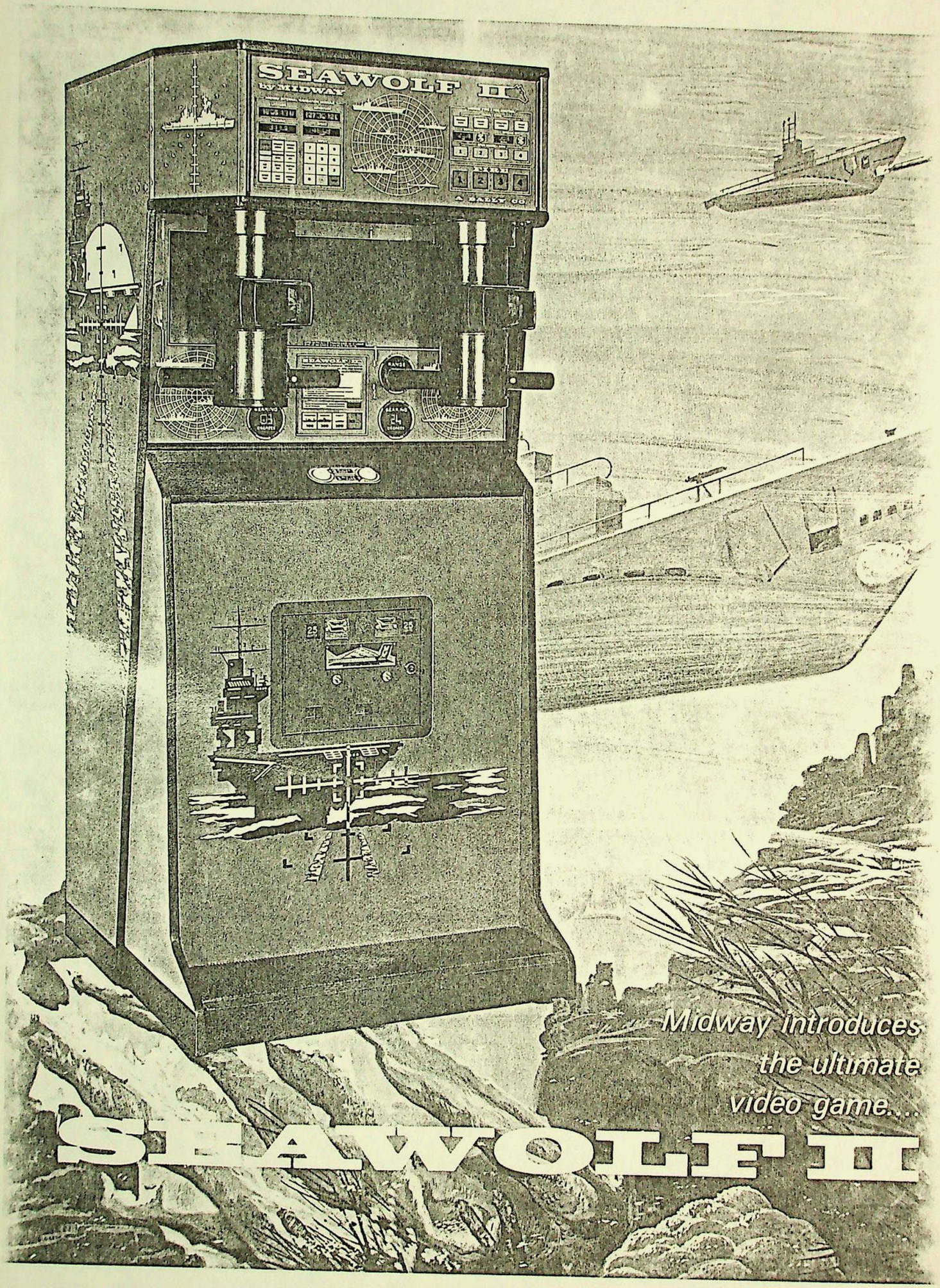
And there's backup from Telehelp™, our toll-free Customer Service connection at **800-538-1611.** Plus support from a nationwide network of distributors.

Talk to your Atari distributor today about the *new* profit makers. Or contact us for referral at 1265 Borregas, Sunnyvale, CA 94086. (408) 745-2500



ATARI®
Innovative leisure
A Warner Communications Company

© Atari Inc. 1978



VENDING TIMES MAY, 1978

p. 59

s New Foodservice Division; s One-Stop Shopping Service

& Co. has new Food- f a major ogram de- leadership ne of the f products e and food

rations, to for better invest sub- search and been out- , president

not had one uld go to a r customer, distributor, total one- ogether for is the ex- anization,"

RNS

y," he con- the devel- rovide the l-user, with oducts and pply." The vision is to purchases ns that re- needs for his will be by-market

team has odservice oung, vice John T. s. Ted M. ss manager reporting John M. ervice unit director of Homer J. rvices. ivision will that are ce and food sales. This lied and s, box beef, hamburger pork; and and high- meats as d a variety e division's enings and d specialty acon bits to rt.

OPMENT

ling of tech- ating Food- ly enhanced technical to produce ctly to food- or industry budget has lop products s of products r segments

lew ning

Foodservice Label liquid venience of ame quality shortening,

ning can be ttle—open,

0 Peshtigo

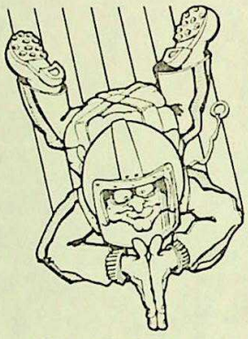
of the business," Murphy indicated.

In the processing area Swift sees opportunities for a merging of R&D systems in which Swift will be better able to work directly with processors of specialty items, not only as a major supplier of raw materials but in a technical partnership as well, Murphy said.

Murphy joined Swift & Co. in 1953 and has served the company as: vice president and director of research & development; president of the Swift Foodservice Company; and finally as president of the Swift Processed Meats Co. prior to being named head of the newly formed Foodservice Division.

NEW DIVISION: Management team for the newly formed Foodservice Division of Swift & Co. are (l. to r.): John T. Quinn, vice president-sales; B. Joe Young, vice president-marketing; W. Lou Armstrong, director of food processor sales; Dr. John F. Murphy, president, Foodservice Division; Byron E. Van Dyke, controller; and Dr. T. M. Hoersch, general business manager, edible oils.

SKYDIVING. IT'LL TAKE THE BOREDOM OUT OF BREAKTIME.



And put bigger profits in your business. The fantastic new SKYDIVER™ video attraction is the latest example of why automatic merchandising and Atari games are *the new profit partners.*

SKYDIVER is another new "business machine." An automatic profit booster for routes that operate food and beverage machines, for existing street or arcade game routes. Or both.

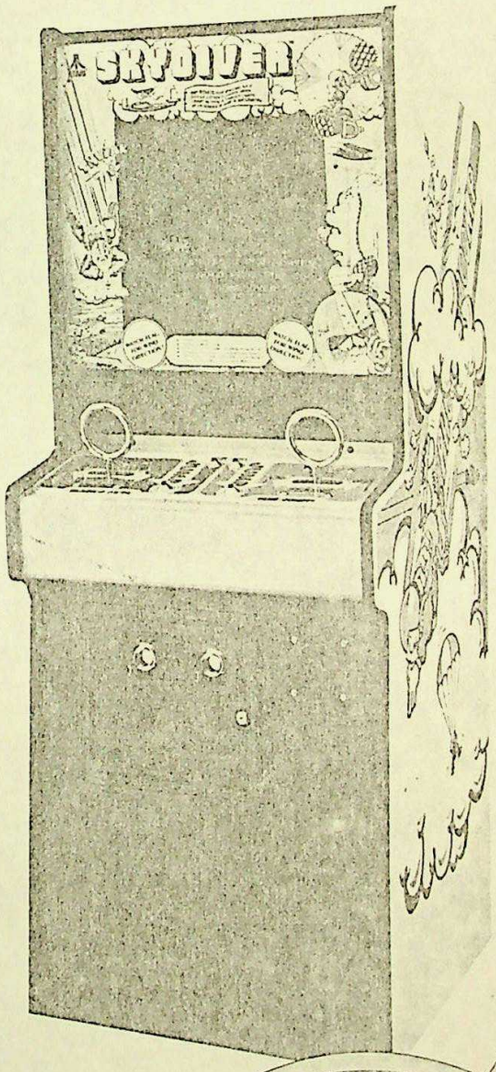
Like all Atari games, it's an attractive investment too, because these games don't carry the usual maintenance or inventory burdens. Only bonus profit!

New SKYDIVER is a video game "breakthrough." The first of its kind. Authentic ripcord controls, realistic animation, new spellout bonus incentive, new sound effects including *musical tunes* are standout attraction and replay features.

We're playing your game.

There's more. Like new FIRE TRUCK™, the industry's first 1 or 2 player "cooperative" video driving game; new MIDDLE EARTH™, our sensational 1 to 4 player Wide-Action™ playfield all-electronic pingame; new SPRINT 1™, available in either a space saving woodgrain cabinet or new arcade style cabinet with bright eye-catching graphics; and new video AVALANCHE™.

Talk to your local Atari distributor today. Or contact us for referral at Atari, Inc., 1265 Borregas Ave., Sunnyvale, CA 94086. (408) 745-2500.



© Atari Inc 1978

ATARI®
Innovative leisure
A Warner Communications Company

VENDING TIMES, JULY, 1978 p. 41

WAY'S

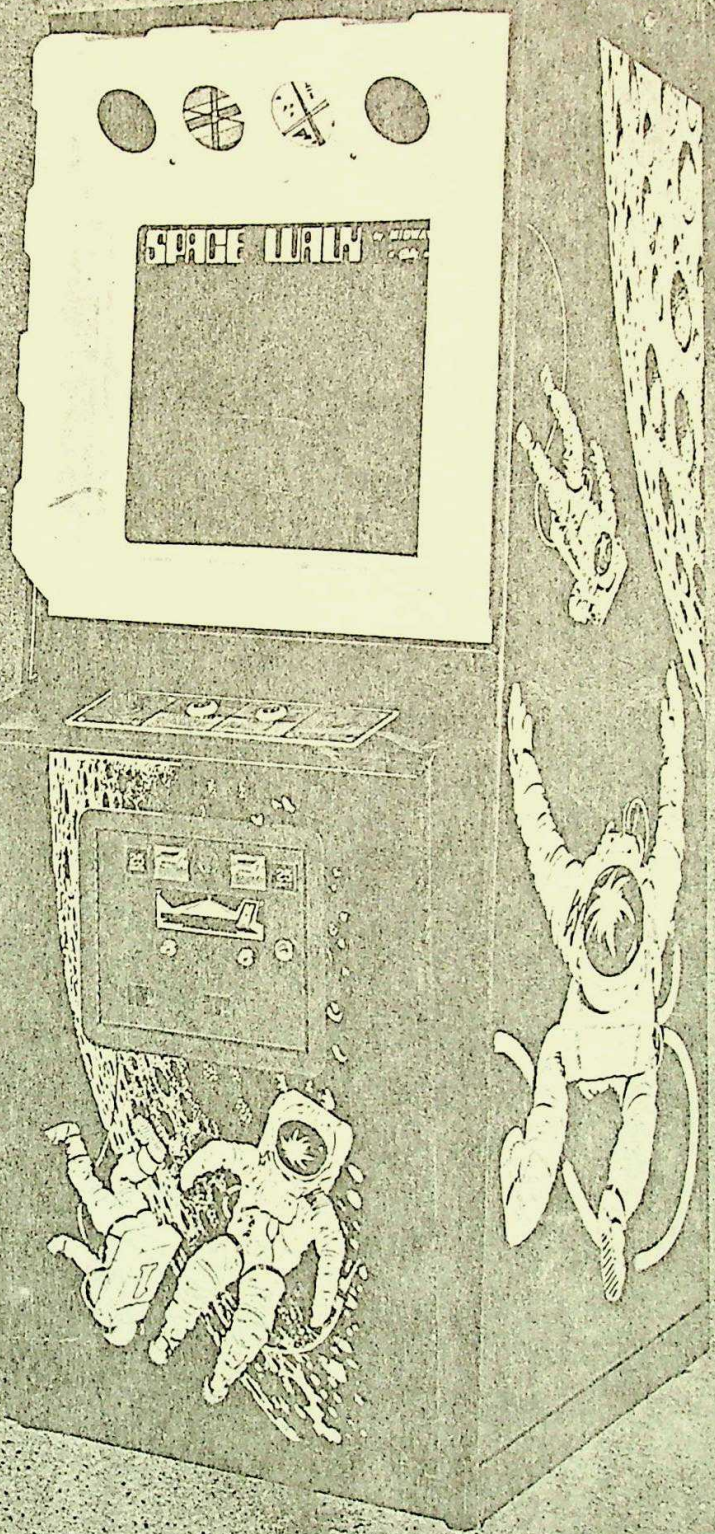
PACE WALK

ng one or two player game in which
plays against the computer, while
s can compete to gain control of the
he highest score.

en are launched from space platforms,
vel through space "knocking out"
ry and moving targets.
have multi scoring values, plus bonus

ic musical sounds
me cabinet and graphics
ble game, extended play and pricing
s
micro processor logic system
ROM and RAM tester
ate 23" video monitor
25¢ coin chutes

eight	74 in.	(188 cm)
idth	32 in.	(81 cm)
epth	33½ in.	(86 cm)



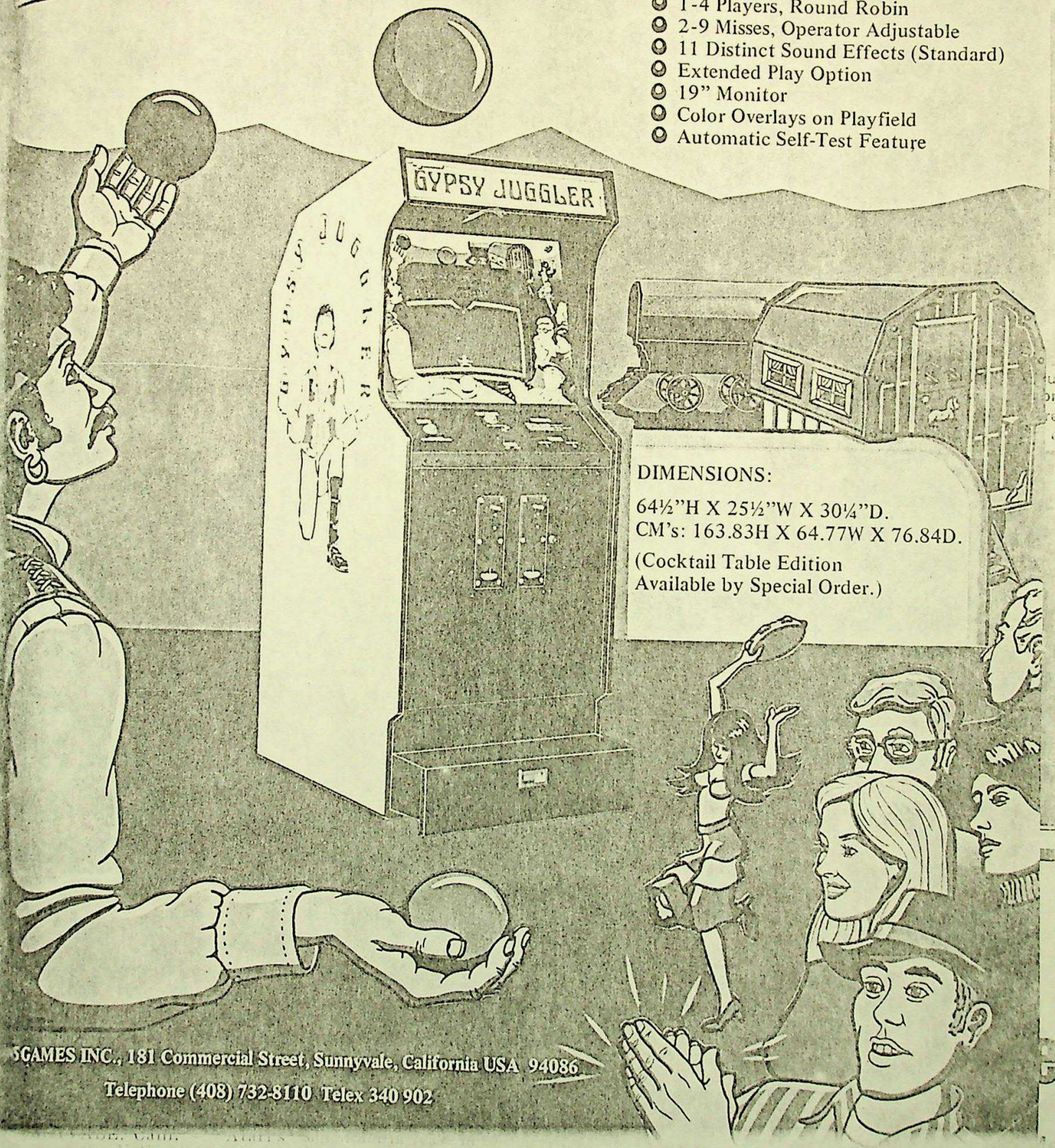
MIDWAY MFG. CO. — 10750 West Grand Avenue, Franklin Park, Illinois 60131 phone: (312) 451-1360
A BALLY COMPANY

VENDING TIMES, July, 1978 p. 55

GYPSY JUGGLER

MEDIEVAL SKILL CASHES IN FOR OPERATORS NOW!

- 1-4 Players, Round Robin
- 2-9 Misses, Operator Adjustable
- 11 Distinct Sound Effects (Standard)
- Extended Play Option
- 19" Monitor
- Color Overlays on Playfield
- Automatic Self-Test Feature



DIMENSIONS:

64½"H X 25½"W X 30¼"D.
CM's: 163.83H X 64.77W X 76.84D.

(Cocktail Table Edition
Available by Special Order.)

SGAMES INC., 181 Commercial Street, Sunnyvale, California USA 94086
Telephone (408) 732-8110 Telex 340 902

VENDING TIMES, July, 1978 p. 57

Atari, Inc. Introduces 'Super Breakout' Game

SUNNYVALE, Calif. — Atari, Inc., a Warner Communications Company, has introduced its Super Breakout video game. The unit features three player selectable games in one cabinet, each a variation of Atari's Breakout.

Frank Ballouz, the firm's national sales manager, observed that "by selecting Double Breakout, Progressive Breakout or Cavity Breakout, players can test their skill at breaking through the familiar brick wall. Novices, as well as accomplished players, will be thrilled and challenged by the new and different strategies of these exciting games.

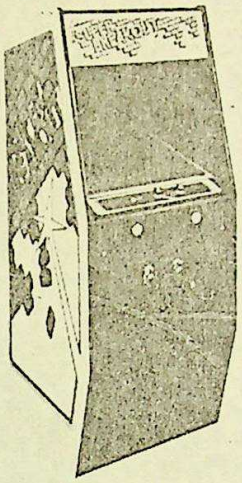
"Two balls are served to two paddles in Double Breakout," Ballouz went on. "Each brick knocked out is worth double the regular score as long as there are two balls in play.

"Progressive Breakout starts with two walls of four rows of bricks that move down the screen toward the paddle," he continued. "New rows of bricks enter from the top of the screen to form a pattern of four rows of bricks separated by four rows of blanks. This permits the player to break through many times during play. The score gets higher, the bricks fall faster toward the paddle. Quick reflexes and timing are needed to keep the ball in play.

"In Cavity Breakout, an extra ball is captured in each of two cavities within the wall of bricks," the sales manager explained. "These captured balls do not knock out bricks until they are freed from their cavities. This allows for up to three balls to be played at one time. Each brick will count double when two balls are in play, triple when three balls are in play."

Among the operator options on the game are adjustable game time to three to five balls and bonus time can be set at different levels for each of the Breakout games. Operators can also select from four different language displays and four different coinage options. "Atari's built-in self-test system can help maximize the earnings potential of the game by allowing quick service diagnosis and troubleshooting on location," Ballouz noted.

Further information is available at all company distributors. The firm is located at 1265 Borregas Avenue, Sunnyvale, Calif. 94086.



BREAKOUT

Arachnid, Inc. Markets English Mark Darts Unit

ROCKFORD, Ill. — Arachnid, Inc. is marketing its English Mark Darts electronic, self-scoring dart game.

According to the firm, the game is automatically operated and has its own built-in memory system. It is a one to four player unit. The instant computerized scoring is accomplished through microprocessor controlled, fully integrated electronically operated circuits.

The solid-state dart board permits for ease in maintenance. The game is designed to occupy 2-1/2 square feet of floor space and is 6'5" high. The game is shipped complete, ready to plug in and comes with an extra supply of the poly tipped darts and complete instructions on how to select and play the three different games of English darts which are available.

The firm had initially introduced the game in the Spring of 1976 and is reporting "excellent location collections." Arachnid executives explain that the unit is "a good, challenging bar game. It is ideal for tournaments, both within a bar and between bars."

Further information may be obtained by writing to Paul Beall, Arachnid, Inc., 2500 North Main Street, Rockford, Illinois 61101.

ARCADE HEADQUARTERS

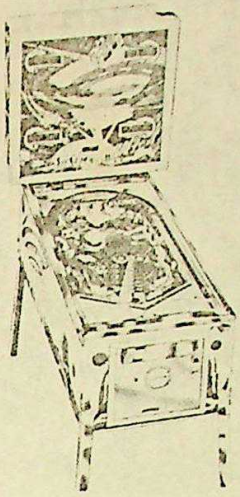
Call this nationally known games distributor for great savings on your

BILLIARD CLOTH

Mali

Style 820 Plain

Style 920 Backed



CLOSE ENCOUNTERS

D. Gottlieb Launches Close Encounters Uni

NORTHLAKE, Ill. — D. Gott Co. has launched its new four flipper, "Close Encounters of the Kind" in which it has adapted the and sounds of the feature film same name.

According to Gottlieb pres Judd Weinberg, "in the four p machine Gottlieb adds to the established engineering and 'play' games an electronic sound gen that simulates the tones of the n ship communicating with earth h in the 'landing scene' of the movie.

"Pinball distributors and op will gain a tremendous advantag the multi-million dollar advertisi gram promoting Columbia Pi movie hit," Weinberg continued. purists can be assured that the promotion hasn't taken anything from challenge of the new game. the kind of game that appeals serious pinball player."

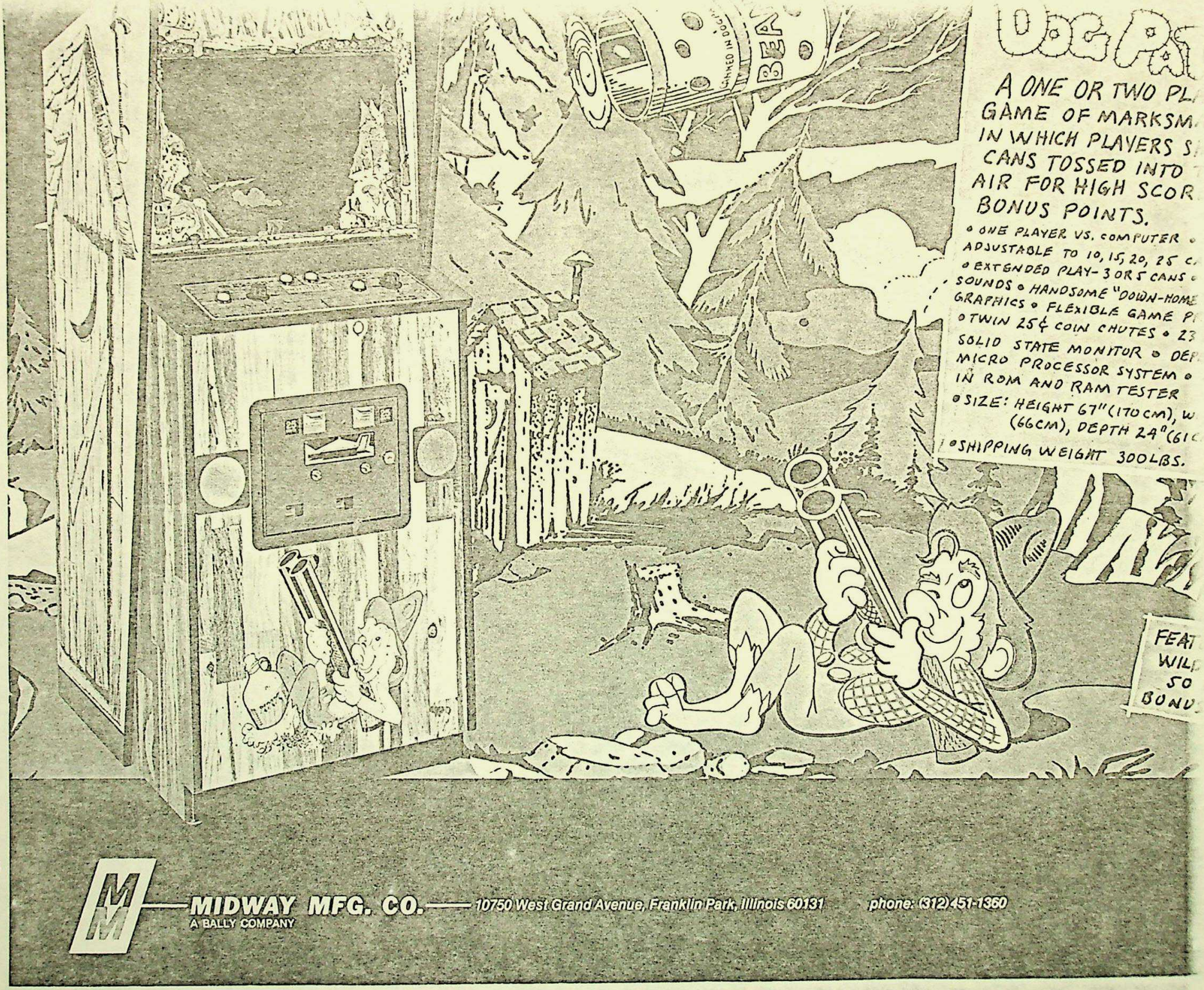
"In the 'Close Encounters Third Kind' game," he exp "green 'hit' lights indicate whic targets have been scored. The sive Gottlieb roto-target featu 'Star' target that can score extr specials and advance the bonus plier. Five drop targets and 'A rollovers light extra ball and features as advancing the 2x, 3x, 5x multiplier. Efficient, reliabl profitable operation is assured Solid State Controller Syste neered by Gottlieb/Rockwell.

"The 'Close Encounters' Weinberg observed, "is the Gottlieb product to carry the the Columbia Picture. The first w bad', based on 'Sinbad and the the Tiger'. As in any fashion-o business, one of the most im factors affecting success is the a a manufacturer's designers to c the mood and culture of the d association with Columbia Pictu dustries will provide us with going stream of new, well-res

VENDING TIMES SEPT., 1978

p. 113

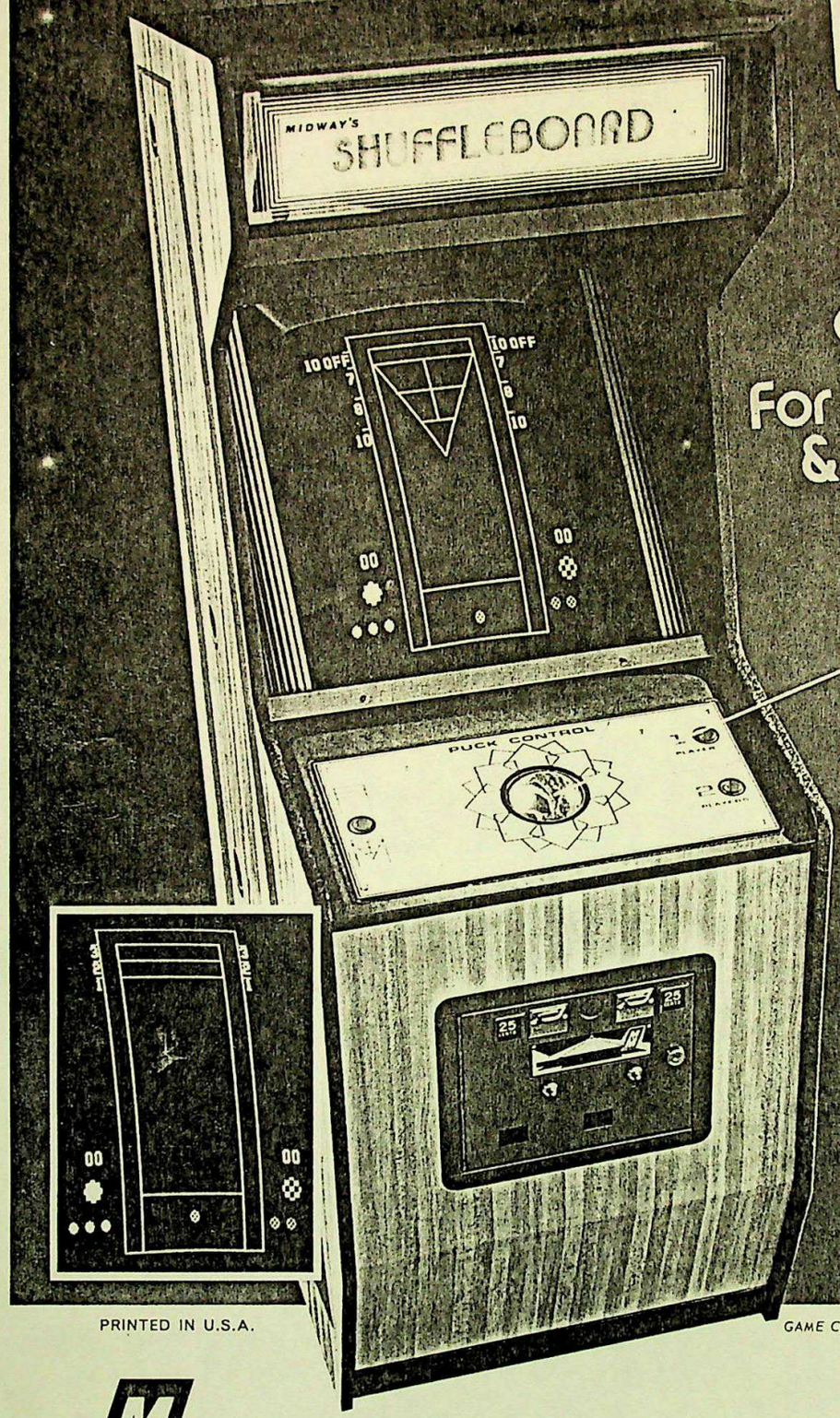
VENDING TIMES
SEPT., 1978 p. 114



MIDWAY MFG. CO. — 10750 West Grand Avenue, Franklin Park, Illinois 60131 phone: (312) 451-1360
A BALLY COMPANY

VENDING TIMES OCT., 1978 p. 78

MIDWAY'S ••Shuffle Board



2 Games In I
For Double The Pro
& Double The Fu

- **Compete With 'Comp Brain' Or Another Pla**
- **Big Rolling Ball Cont Position, Speed and Direction of Puck**

Here's a proven winner for a small space. CRUISE SHUFFL or TABLE SHUFFLE on a big 23" monitor. Real excitement for competition with the computer puck or in tournaments among players. SHUFFLEBOARD offers 4 adjustable scoring levels wit an optional game time switc has a built in Rom-Ram teste easy to service.

Dimensions:
Height: 72½" (184 cm)
Width: 28½" (72 cm)
Depth: 38½" (97 cm)

PRINTED IN U.S.A.

GAME COPYRIGHTED ©1978 – MIDWAY MFG. CO. – ALL RIGH

MIDWAY MFG. CO.
A BALLY COMPANY
10750 West Grand Avenue
Franklin Park, Illinois 60131
phone: (312) 451-1360
For service information – call toll free 800-323-7182

SEE US AT THE A.M.
BOOTHS 151-152

new • *ROTATION 8 PINBALL COCKTAIL TA*
• *SPACE INVADER and some assorted su*

BALLY BOOTH: Seen here are two views of the Bally display at the recent MOA convention in which the Playboy flipper was prominently displayed. Bunnies were on hand as part of the promotion.

Bally, Playboy Combine To Promote New Flipper

CHICAGO, Ill. — Bally Manufacturing Corp. and Playboy Enterprises have combined their efforts to promote Bally's new Playboy flipper. The four player game which was introduced at the AMOA convention, features Hugh Hefner and two Playboy Playmates on the backglass.

During the course of the AMOA convention, two Playmates and two bunnies were on hand in the Bally exhibit to sign backglass posters. The Playmates were also in Atlanta to sign posters during the course of the IAAPA show. Bunnies, provided by Playboy, will be on hand during the course of the ATE exposition in London and the Forain expo in Paris.

Playboy Magazine in their December edition featured an editorial spread on the game. They are also awarding four of the games as prizes in their "Good Life Sweepstakes," which includes a mailing of over 1.5 million in additio to the magazine coverage.

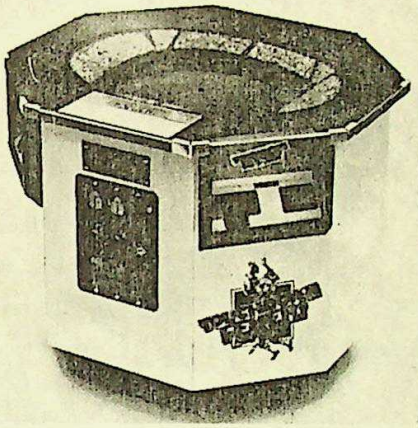
Bally and Playboy are also promoting the game through radio station contests. Chicago station WCFL is running a 10 day promotion with a Bally Playboy awarded to the contestant winner. Similar contests are planned in 10 other major markets.

Playboy will also have two of the flippers at the Chicago Mansion for their 25th Anniversary parties.

Telmark Kicks Off New Touchdow

HOUSTON, Tex. — Telmark Systems, Inc. has launched its new Touchdown Fever video game. The unit was first introduced to the trade at the recently held convention of the Amusement Music Operators Association.

Touchdown Fever is a one or two player video game incorporating a 23" screen. Players can play against each other or the computer. A clock on the screen displays the time, along with a scoreboard which show all the game statistics. Players can select one of 10 offensive plays or five defensive plays, which gives each of the football players his own assignment. After pressing the desired button, the players and spectators are drawn out onto the field to watch the computed results. Each player gets a positive reinforcement at the end of his call.



TOUCHDOWN FEVER

The gam sound sys noises, whi fight song hitting and downs. The g up table mod

Telmark Fever' throu utors in the South Ame served that potential be played just li and even if limited, com instruct you

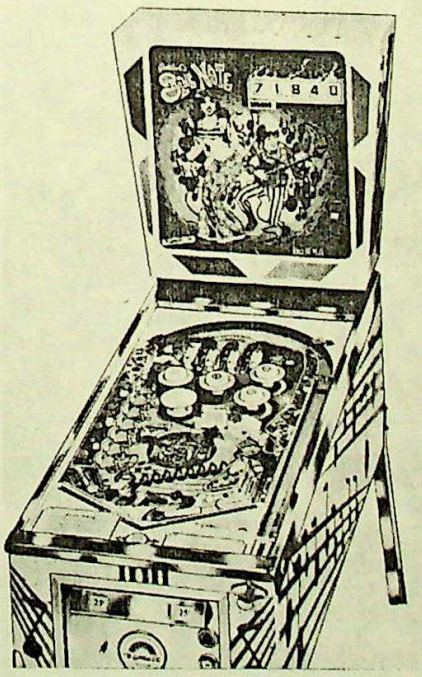
Telmark is who has bee close to 15 operator, th centers prio turing and

Stuart's b mathematics the idea for up the firm's Gene Burger tical engine space progra gineers opera here putti describe as manufactured facility in a financed by are lending fi business exp

Telmark Camino Real. The firm's 8641.

D. Gottlieb Introduces Blue Note

NORTHLAKE, Ill. — D. Gottlieb and Co. has introduced its new single player electromecha Note.



BLUE NOTE

The unit theme on bot field and is t be released b to satisfy a demand for the firm exp

Blue Note i and incorp shot from th rollovers wit 10,000 point extra ball by overs which Special scori made availab "BLUE NO moving and

Alvin Gott vice-presiden players are specific area out the interia

Further in all Gottlieb located at 16 Northlake, Ill Columbia Company.

If you think
TOKENS
are only for Tolls,
Transportation
and Turnstiles . . .

BILLIARD CLOTH

Mali

Style 820 Plain
Style 920 Backed

The
High Performance

C. A. ROBINSON & COM
2301 W. Pico Blvd. Los Angeles, Calif.

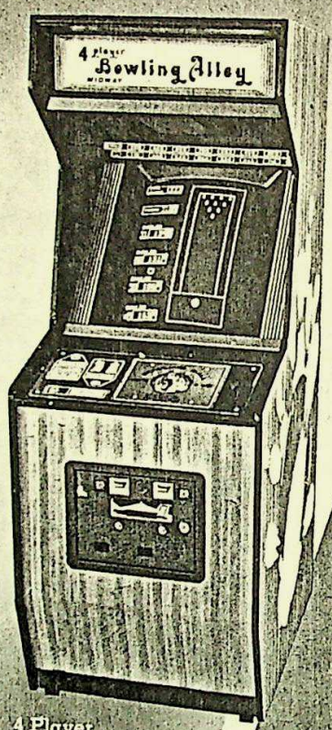
VENDING TIMES
JANUARY 1979
P. 45

Making the games that mean business.

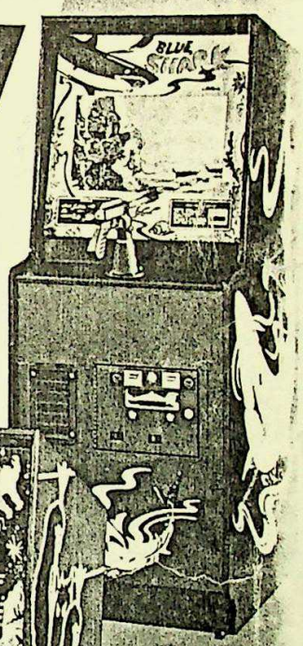
Greater profit opportunities are yours in more money-making locations with MIDWAY attractions. Realistic sound and action mean greater interest for every player. Multiple choice games in single cabinets provide extra variety. Exciting concepts, distinctive graphics and reliability are just a few of the important contributions to MIDWAY'S success and leadership in coin operated games.

New design and technology keep MIDW out front of the rest. Microprocessing w built-in ROM/RAM testing assure dependa performance and ease of service. All MIDWA games are location-tested and proved befo they are release Enjoyed all over the wor they're fun and profit pr ducers that have help our growth and expansio Grow with u

MIDWAY GROWS AS THE WORLD PLAYS.

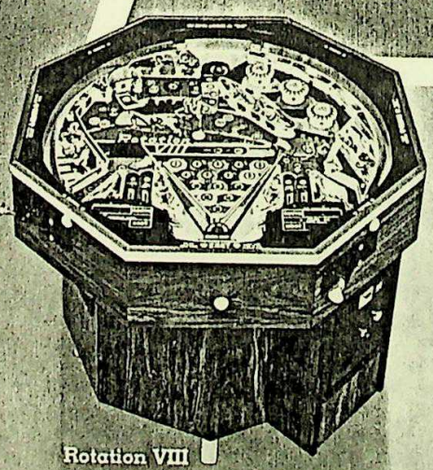


4 Player
Bowling Alley



Blue Shar

Space Invaders



Rotation VIII

MIDWAY MFG. CO.
A BALLY COMPANY
10750 West Grand Avenue
Franklin Park, IL 60131
Phone: (312) 451-1360

For Service Information—Call Toll Free: 800-323-71

VENDING TIMES
JANUARY 1979
p. 47

THERE'S A WHOLE NEW BALLGAME AT MEADOWS

"THE GAME FOR ALL SEASONS"

- **ONE OR TWO PLAYERS**
  Play against your friend or the "Head Coach"
- **RUNNING, PASSING, KICKING**
  All the action of real football including Field Goals!
- **EIGHT PLAYS TO CHOOSE FROM**
  Twice the action of the competition
- **TRAK BALL CONTROLS**
  Direct on-screen response to hand action
- **COIN ACCUMULATOR**
  Players can extend present game up to 99 minutes!

Contact your nearest distributor.

Meadows
A HOLOSONICS COMPANY

MEADOWS GAMES, INC. 181 COMMERCIAL ST., SUNNYVALE, CA 94086 • (408) 732-8110 • TELEX 340902

›version Kits To Accommodate ›ollar Coin As Well As Bills

"Coins or bills, people will still need change for dollars, and we will be ready with a dual conversion kit which will fit 75 per cent of all our changers in the field," Champion explained. "The kit will enable the machine to change either coin or paper dollars. It will be easy to install, requiring only minor wiring adjustments.

"Those models that won't accommodate the dual kit can be converted by substituting a coin acceptance unit for the currency unit," Champion added.

"When changers for the dollar coin are needed for the industry, Hamilton is prepared to incorporate these capabilities into all new production designs," the Hamilton executive concluded.

LET IT SLIDE: This Nadex gravity-operated coin sorter makes use of polymer tape produced by DeWal Industries to speed coin sorting, prevent wear, and increase unit life by reducing friction in the sorting-tracks which separate coins by diameter. The DeWal tape, called UHMW (for Ultra High Molecular Weight), die-cut and applied by Nadex to the tracks during the manufacturing process. According to Nadex president Ronald C. Gdanski, the tape "is superior to other methods of coating wear surfaces on the sorting tracks." UHMW is one of a number of films and tapes produced by DeWal for a variety of applications in packaging, electronic, metallizing, and other industries.

FEVER!

Video Pinball™ is the new profit beat! Another new Atari profit opportunity! Whether your routes are automatic merchandising only, games, only or a combination. It's the world's first video attraction to combine the excitement of pinball and the popularity of video.

Video "pinball", flippers, drop targets and thumpers, are superimposed over an actual 3-D "blacklit" playfield to create a new visual treat and an irresistible new action challenge.

Features include: "Disco" theme graphics; pinball rules and scoring; "Nudge" feature; 4 extended play options; compact size; pinball sounds; LED score lights and self-test. More details are at your Atari distributor. He can also tell you about ATARI FOOTBALL™, the industry's highest scoring money machine; and SPACE RIDERS™, the new WideAction™ pingame earning big everywhere. And more! Or contact us for referral at Atari Inc. 1265 Borregas Ave., Sunnyvale CA 94086. (408) 745-2500.

ATARI®
Innovative leisure
A Warner Communications Company

VIDEO PINBALL

NEW PROFIT FEVER!

ley Provides Quality Dessert Items Backed Up By Merchandising Support

the Austin and Fairmont Foods g operators a dessert items to e appetite.

product manager, d that "Austin support to the form of these programs e the operator's e. If requested, e assistance in mium's effec-

s the future of continued, "by gether with op- the most ef- ing approach. in meeting the changing needs our sales repre- main experts by our customer's

offerings from include: sand- ad line of pop- viches available . net weights; bread cookies, 1-5/8 oz. net of large round and available non, with a net hearty dessert

d cookies are chocolate chip, and coconut net weight. om Austin, de- hine, include: Boston Beans o from Austin ding quality donut sticks, s." according to

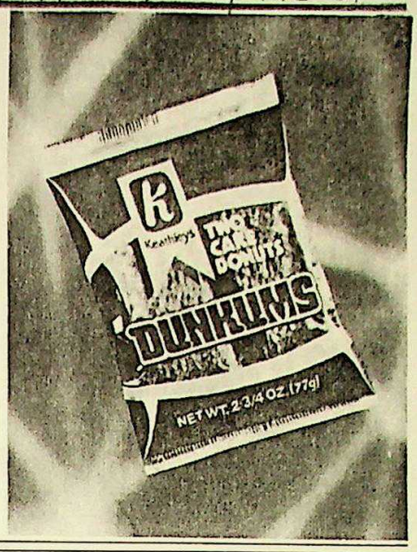
ITY ITEMS

enallenges of quality items rvice and very ding to Aus- nager.

rand dessert brownies, fea- g of nuts and nree sizes- 1½ eights. Three g bars are pre-

n Sweetheart nd Cup Corp. ovenable con- gid polyester- boats a max- rance of 400 conventional d since paper owaves, Hot wave cooking reports, add- with micro- that they can Stuff con- can cook or the time of up is situated 7.

NEW LOOK FOR DUNKUMS: Keathley's has unveiled a new package design for "Dunkums", the firm's twin-pack cake doughnut sticks. "Dunkums", described as "a perennial favorite", are rectangular sugar-coated cake doughnuts, said to be ideally suited to "coffee-dipping" and carrying in lunch-boxes, as well as serving as "a great dessert companion" to other vendible products. According to vend sales manager Vern Bookhout, "The new package desing in appetite-enticing red, yellow and white is sure to make a popular product even more appealing to customers...we are delighted to be able to offer more and more of our quality line in this handsome new packaging theme." The new "Dunkums" format weighs 2-3/4 oz. and is designed for vending at 30 or 35 cents.



GET THE HOME COURT ADVANTAGE.

New Atari Basketball™ makes you a winner every time. Wherever your home court is —food service center, game room, arcade— Atari Basketball means super player excitement and big location profits on whatever routes you serve.

The amazingly realistic pro-style play action is the ultimate in video sports simulation. With 1 or 2 player action, instant-response Trak-Ball™ controls, operator-selectable game times and coinage options, an Add-a-Coin™ accumulator, and unbelievable sound effects, including "Sweet Georga Brown".

Get all the specs from your Atari distributor. He can also fill you in on the fantastic continuing earnings of ATARI FOOTBALL™ and VIDEO PIN-BALL™. And the giant collections from HERCULES™, the world's largest pinball game that includes a free bonus operators parts package. Or contact us for referral at Atari, Inc., 1215 Borregas Ave., P.O. Box 427, Sunnyvale CA 94086. 408-745-2500.

ATARI BASKETBALL! GET INTO THE NEW PROFIT GAME

ATARI SPORTS™

NEW PRODUCTS

273/ D+G

6-1979

RECEIVED
AUG 13 1982
GROUP 330

The 'Hot Hand' with the sweeping arm

Ten rollover pockets with a sweeping arm at the top of the playfield highlight Stern Electronics' latest four-player solid state pinball machine, *Hot Hand*.

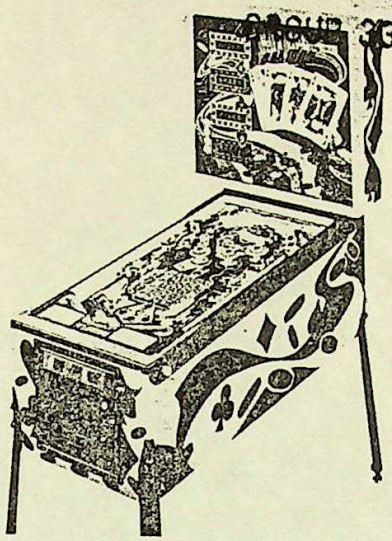
Hot Hand offers the memory intense features of a bonus multiplier which is recalled from ball to ball and cards (four suits, five cards each) which, once lit, continue from ball to ball.

The playfield contains a bank of five drop targets—A,K,Q,J,10—which is one of the keys to the game, and is the only place where an ace appears.

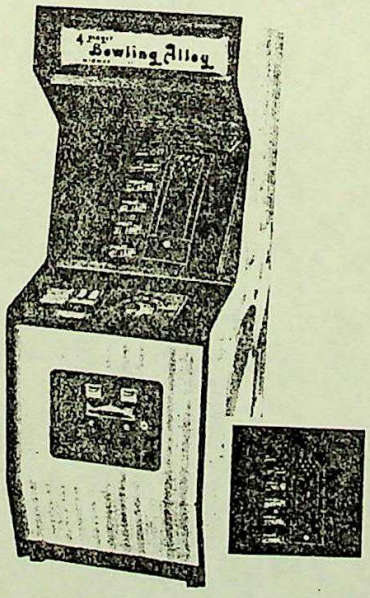
Other features of *Hot Hand* include:

—spinning target leading to the top of the playfield
—kicking lane leading to rollover pockets
—stationary targets that light a spotted suit
—flush in spades which opens the way for an extra ball
—any two flushes light the special
—hundreds of ways to change suits
—mirrored backglass

Stern began production of *Hot Hand* June 1 and it will soon be available in distributor showrooms worldwide.



bowling



Right down the alley

The new *4 Player Bowling Alley* from Midway features realistic pin action. Pins spin, turn, and bounce like the real thing. Striking the head pin produces over 250 different pin-fall combinations. There are more than one million pin-fall combinations programmed into the game.

Midway's *4 Player Bowling Alley* comes in an attractive cabinet that measures 72½" high, 28½" wide, and 38½" deep.

The game features Midway's usual 23-inch first line monitor, double coin chutes and the Midway microprocessor with built-in ROM-RAM testing.

Another feature is the big rolling "bowling ball." It's the size of an actual duck-pin ball. Players control the position and direction of each "throw" with a hook or staight action by the speed of the spin or by using the push button feature for this option.

The *4 Player Bowling Alley* can be played by one to four players who have a choice of two games—Regular Bowling or Flash Bowling. In Regular Bowling a chime sounds for each strike. For a string of strikes, there's a corresponding "read out" on the screen: *Double, Turkey, Four Bagger*, or, for five in a row, *Wow!*

The Flash Bowling field features a flashing target that moves from side to side across the front of the pins.

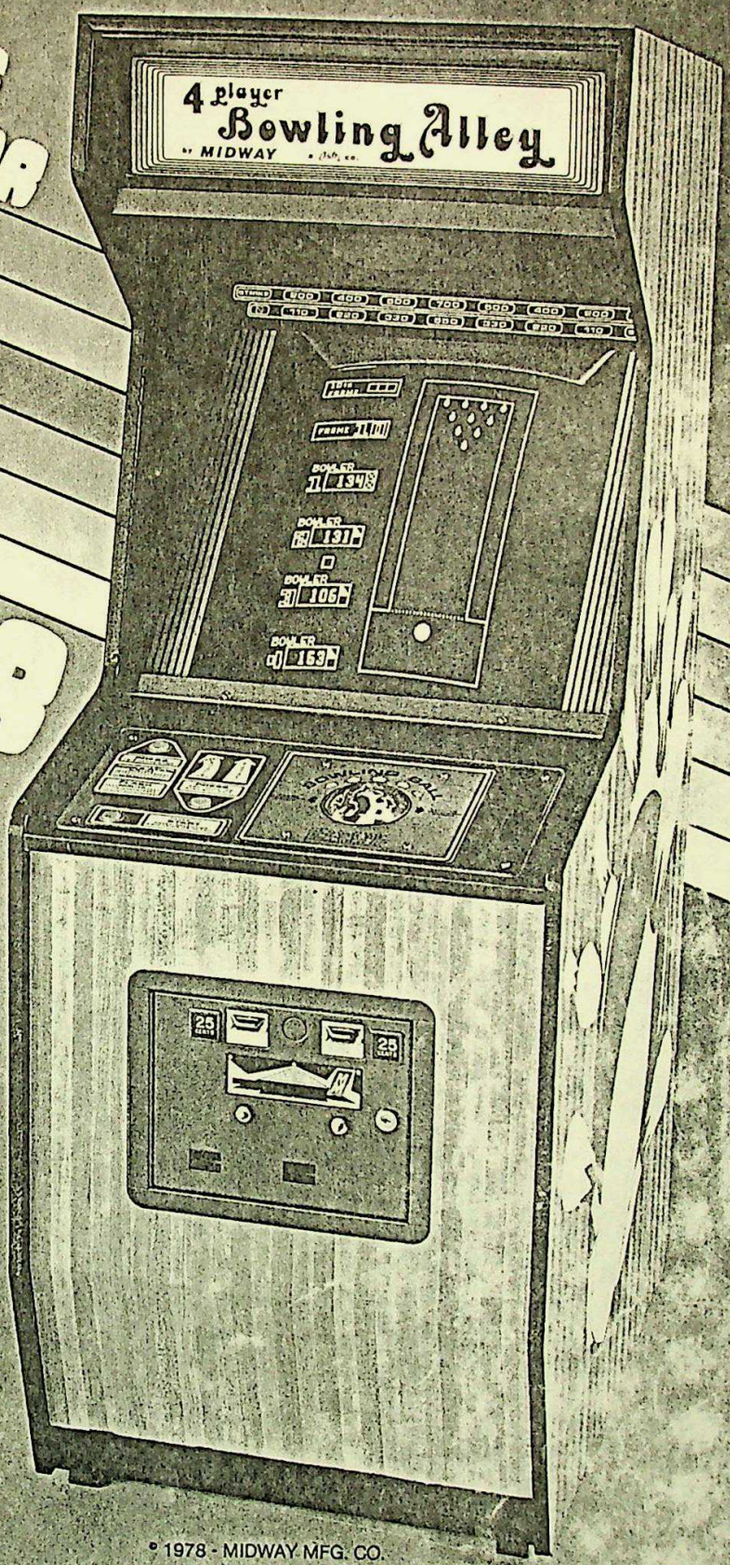
Either game is played throughout a 10-frame period with extra finish frames for strikes or spares similar to actual bowling.

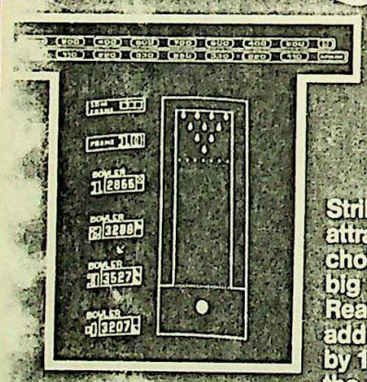
Playmeter 6/15/79 Vol. 5 # 11

VENDING TIMES
JUNE, 1979 P. 65

BOWLS THEM OVER

MIDWAY'S 4 player BOWLING alley





FLASH BOWLING: Hit the lateral moving target for bonus points shown on lighted panel.

2 Games in 1:

- Regular Bowling
- Flash Bowling

Strike it rich with this super attraction that features a choice of two play fields on a big 23" monitor screen. Realistic sound and pin action add to the excitement enjoyed by 1 to 4 players throughout the 10 frame game period. The big rolling "bowling ball" controls position and direction of each 'hit' with a hook or straight action option.

Another Midway Money-Maker!

DIMENSIONS:
Height: 72½" (184 cm)
Width: 28½" (72 cm)
Depth: 38½" (97 cm)

© 1978 - MIDWAY MFG. CO.

MIDWAY MFG. CO.
A BALLY COMPANY
10750 West Grand Avenue
Franklin Park, Illinois 60131
phone: (312) 451-1360

For service information — call toll free 800-323-7182

PRINTED IN U.S.A.

VENDING TIMES 7/79 p.60

VENDING TIMES
AUGUST 1979 PAGE 63

9/79
P. 45

nc. Offers Canned Food Vendor, Hot Drink Modules For CSV Line

nd Inc., a service the Can pany has nack and

designed od in co- Polyvend is incor- vendor. ws an op- up to 250

selections, ding, the principle, our price ispenser, uit, com- ducts, op- ve ovens, ted work r.

600 watt Sharp 650 ven. The lled on lo-

e CSV-30 olume co- account: of three dule, dual ariety of cigarets eatures a

tomless otate for loading. for non- from the ems auto- ront and moment of inserted er super-

e CSV-9 is dor with ems. The ed by the vendor to ions with stry shop

loading tions can front. The accommo- age sizes. candy and available

os pcorn ade

hens, Inc. ble Pop It developed

selected 2 gallon of heating y bag. president, waveable r the real

redients, Pop It Hot d highest today to

r is avail- writing or Kitchens, t. Chicago,

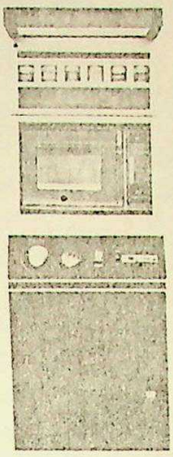
for three of the selections. The special trays can be converted back to accommodate bagged items by simply removing a single screw.

The Polyvend Hot Drink Module CSV-2 is designed to service high volume CSV accounts. The module uses a patented brewing system. Through the use of multicup selector a carafe or hot coffee can be dispensed.

The unit features: serviceability from the front, coin mechanism with adjustable price setting, electric counter, free-play switch, removable product hoppers, a coffee capacity of 200 cups, and various options including, whipped hot chocolate (160 cups), hot water; free or vended, multiprice changer, and a water filter.

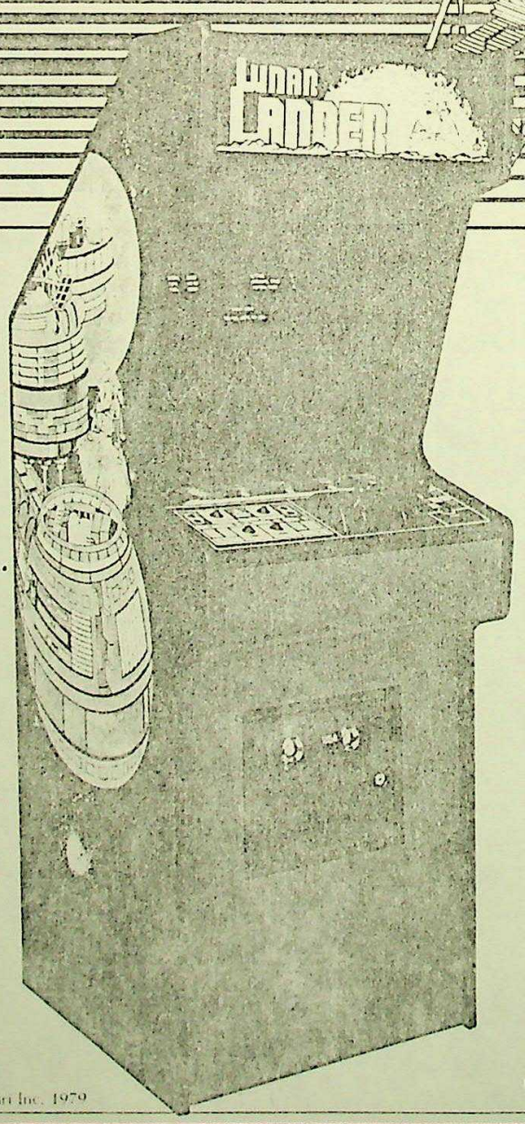
The Polyvend Hot Drink Module CSV-2 FD is similar to the CSV-2 except it is designed to make freeze dried coffee available within CSV to operators that want it.

For more information, contact: Polyvend Inc., P.O. Box 1166, German Lane, Conway, Ark. 72032 or call (501) 327-1301.



POLYVEND CSV-6

LUNAR LANDER™
MISSION PROFIT



Atari Space headquarters announces new Lunar Lander! The world's first video game that *authentically* simulates an actual moon landing mission. Authenticity that pays off. In bigger excitement, more replay and higher earnings.

Exclusive profit specifications include the new Atari-designed 19" QuadraScan™ TV display for ultra-realistic visual effects... Four player-selectable game "missions" that challenge players to master different levels of difficulty... "Score Multiplier" landing sites that offer bonus scores... Add-a-Coin™ coin accumulator for adding "Fuel Units" of game time... and more.

Get the details on *this* year's new space action block-buster from your Atari distributor today!

Or contact us for referral at Atari Inc., 1215 Borregas Ave., Sunnyvale CA 94086. 408-745-2500.

ATARI®

ATARI SPACE

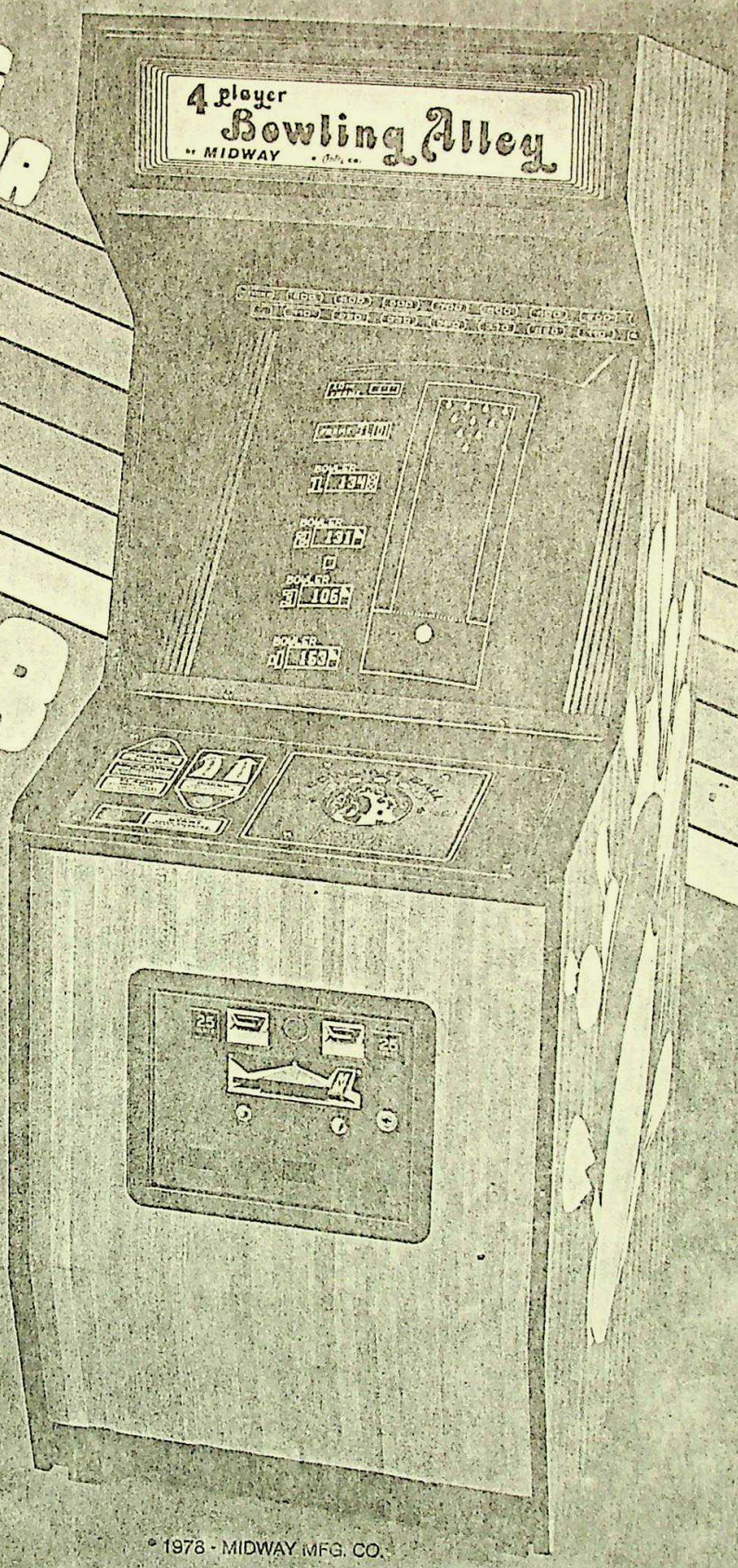
© Atari Inc. 1979

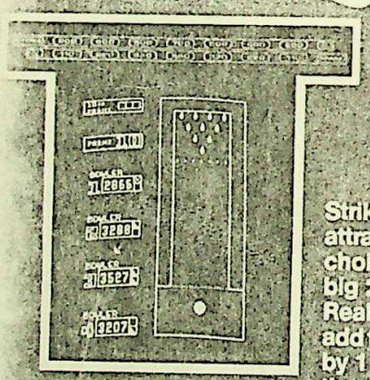
VENDING TIMES 9/79 p.65

BOWLS THEM OVER

MIDWAY'S

4 player BOWLING alley





FLASH BOWLING: Hit the lateral moving target for bonus points shown on lighted panel.

2 Games in 1:

- Regular Bowling
- Flash Bowling

Strike it rich with this super attraction that features a choice of two play fields on a big 23" monitor screen. Realistic sound and pin action add to the excitement enjoyed by 1 to 4 players throughout the 10 frame game period. The big rolling "bowling ball" controls position and direction of each 'hit' with a hook or straight action option.

Another Midway Money-Maker!

DIMENSIONS:
Height: 72½" (184 cm)
Width: 28½" (72 cm)
Depth: 38½" (97 cm)

© 1978 - MIDWAY MFG. CO.

MIDWAY MFG. CO.
A BALLY COMPANY
10750 West Grand Avenue
Franklin Park, Illinois 60131
phone: (312) 451-1360.

For service information — call toll free 800-323-7182

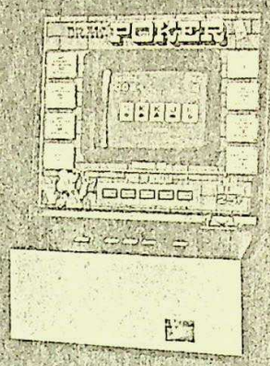
PRINTED IN U.S.A.

Vending Times, Oct. 1979 p. 105

SIRCOMA . . . It's a new name in the amusement industry. It is also one of the oldest, and most respected names. SIRCOMA was formerly known as A-1 Supply, Inc. of Nevada and Nutting Associates of California. Today, SIRCOMA is a name to remember.

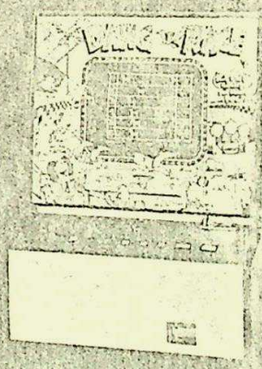
SIRCOMA was the first to bring all the popular games of Nevada to the amusement industry. Amusement Poker, Blackjack, Keno, and Bingo. Games that keep the players' interest, because they keep the player thinking. High reliability, low maintenance and very little down-time because there are few moving parts. Ruggedly sophisticated machines that are often copied but never equalled. Like our Amusement Poker, pictured here — the computer dealer plays fair, but plays to win, and deals you in on profits. Or the perennial American favorite, Bingo, where the player can choose from not hundreds but millions of cards — always looking for the "five in a row". Amusement Bingo could fill that "free space" in your location book. Maybe you'd rather sink your teeth into SIRCOMA'S new Dawg Race. Computerized canines that demand attention, from post time to the "hare-raising finish". Dawg Race might be the machine to unleash your profit potential.

So please remember . . . SIRCOMA — where only the name and the ideas are new.



Amusement Poker

Amusement Bingo



Amusement Dawg Race

SIRCOMA International has been appointed the sole distributor for Cromptons products in the United States. With the addition of Cromptons Penny Falls, Splash Down, Flippa Winna and Grand Canyon, SIRCOMA has a winner for you.

SIRCOMA

520 South Rock Boulevard
Reno, Nevada 89502
(702) 323-5060 · TWX 910-395-7014

The SIRCOMA and Cromptons machines will be on display at AMOA and IAAPA.

273-DIG28

4-80

Two games in one

Rolling Crash, a high-powered game maneuvered on a race course, and *Moon Base*, a galactic destruction mission, are both combined in Nichibutsu's new video, *2 in 1 Rolling Crash*.

The unit is wired for single play, in which the player uses one coin, or double play, in which two coins are deposited.

In *Rolling Crash*, a player must drive his car, which is yellow, safely so as not to "crash" into the red one coming toward him from the front. Drive is effected by the use of a handle lever. A "high speed" button on the right side is pressed to accelerate.

Each time the target disappears, points accumulate.

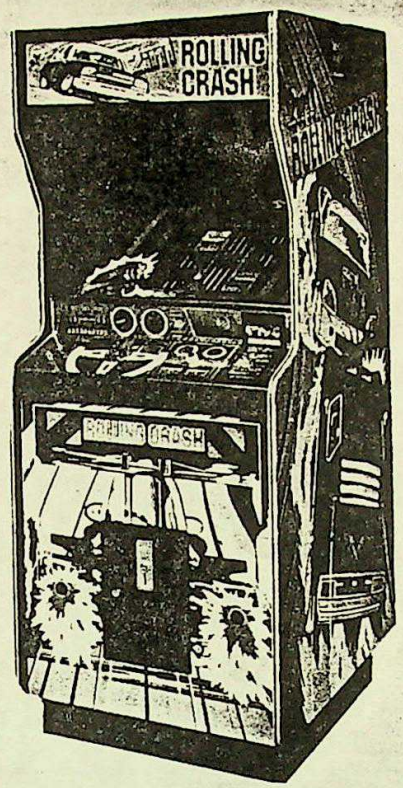
A pattern of dots, called Bibinba, appears at the center and points are awarded when it disappears.

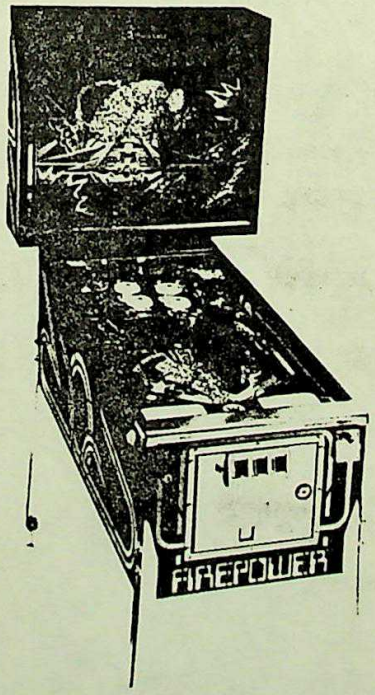
The driving course becomes more easily navigable when the "other route" gate opens. And when the player reaches 5,000 points, the driver of the yellow car gets another car.

The game is over when the yellow cars have crashed.

Moon Base operates from a simple strategy—either the laser guns are destroyed by the monsters or the monsters succeed in occupying the moon base. Either case concludes a game.

Monsters are destroyed with the laser gun by pressing the laser eject button. Another laser gun is added when the score reaches 2,000 points.





Profit Power Pinball

Williams Electronics, Inc., is causing ripples within the industry with its new multi-ball, multi-player pinball machine *Firepower*.

Firepower's scoring furor builds as all the center targets are made. Spinner lights switch on and flashing rockets fire up to advance bonus points and activate randomly two of the eject holes which ignite the skill-challenging "multi-ball" feature. As each missile lands in an activated eject hole, it is locked out of play—*Firepower* kicks out a second projectile to be launched into play.

When a player locks up all three balls, then the professional action begins, as all three missiles are bombarded onto the playfield at the same time.

Since *Firepower's* solid state boards have memory retention, for the first time in pinball history as many as four players can utilize "Multi-ball" play. *Firepower* has the ability to lock in each individual's playfield position as his ball drains and returns to that exact position on his next turn at play. At the end of the game, all held balls are kicked out so that the "Multi-ball" feature is completely equalized, from player to player, from game to game.

Another feature introduced by Williams with *Firepower* is the "lane-change" factor. *Firepower* enables players, by manipulation of the right flipper, to control and rotate unlit lights on the "fire lanes" to score through any lane without concern as to where the ball is propelled.

The system produces 31 sounds, some with up to 147 variations, and has a vocabulary of 21 speech phrases. From "FIREPOWER" at the start of the game, and "FIRE I, II, and III" on "Multi-ball" play to any of twelve different phrases *Firepower* articulates randomly at the conclusion of the game, the speech and background sounds encourage players.

PLAYMETER

P.82

273/357

United States Patent [19]

Natwick

[11] 4,215,867

[45] Aug. 5, 1980

[54] TARGETS AND GATED FIRING GUNS FOR PROPELLING BALLS THERETO

[75] Inventor: Vernon R. Natwick, Saratoga, Calif.

[73] Assignee: Ramtek Corporation, Santa Clara, Calif.

[21] Appl. No.: 35,821

[22] Filed: May 4, 1979

Related U.S. Application Data

[62] Division of Ser. No. 814,329, Jul. 11, 1979, abandoned.

[51] Int. Cl.³ F41B 11/00

[52] U.S. Cl. 273/357; 124/77; 273/397; 273/371

[58] Field of Search 273/101; 124/59, 77

[56] References Cited

U.S. PATENT DOCUMENTS

1,477,698	12/1923	Emmelin	124/51 R X
2,398,813	4/1946	Swisher	273/101
3,680,863	8/1972	Wallace et al.	273/101
3,748,751	9/1972	Breglia et al.	273/101.2

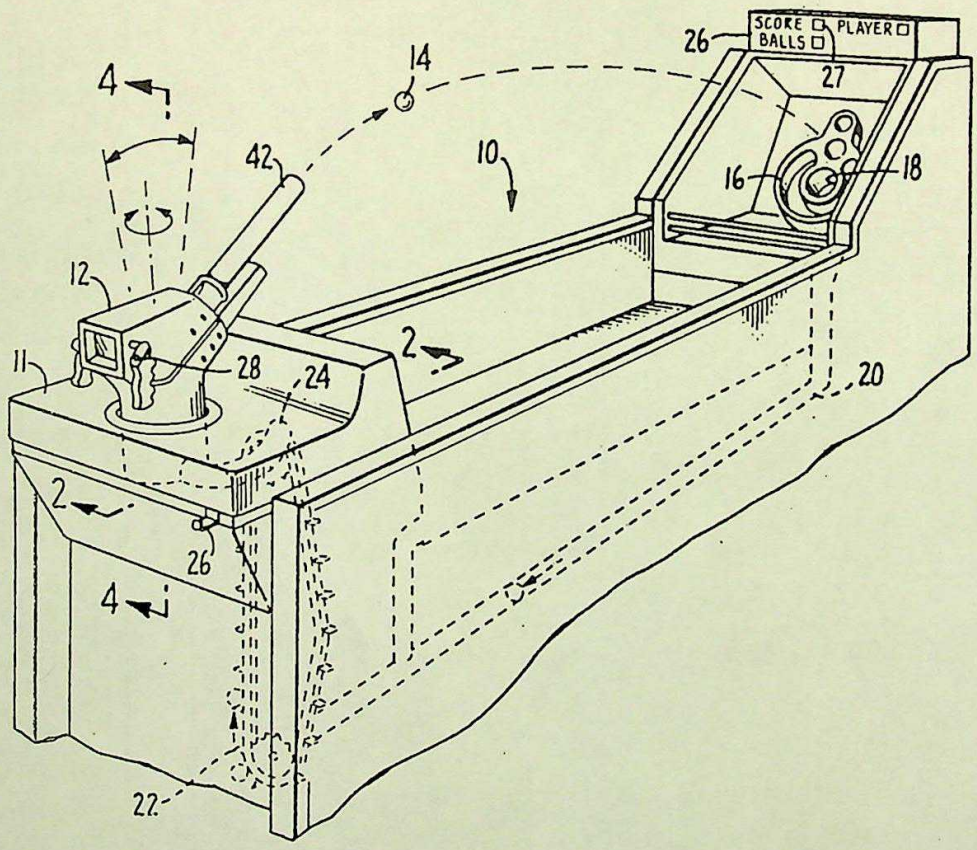
Primary Examiner—Anton O. Oechsle

Attorney, Agent, or Firm—Limbach, Limbach & Sutton

[57] ABSTRACT

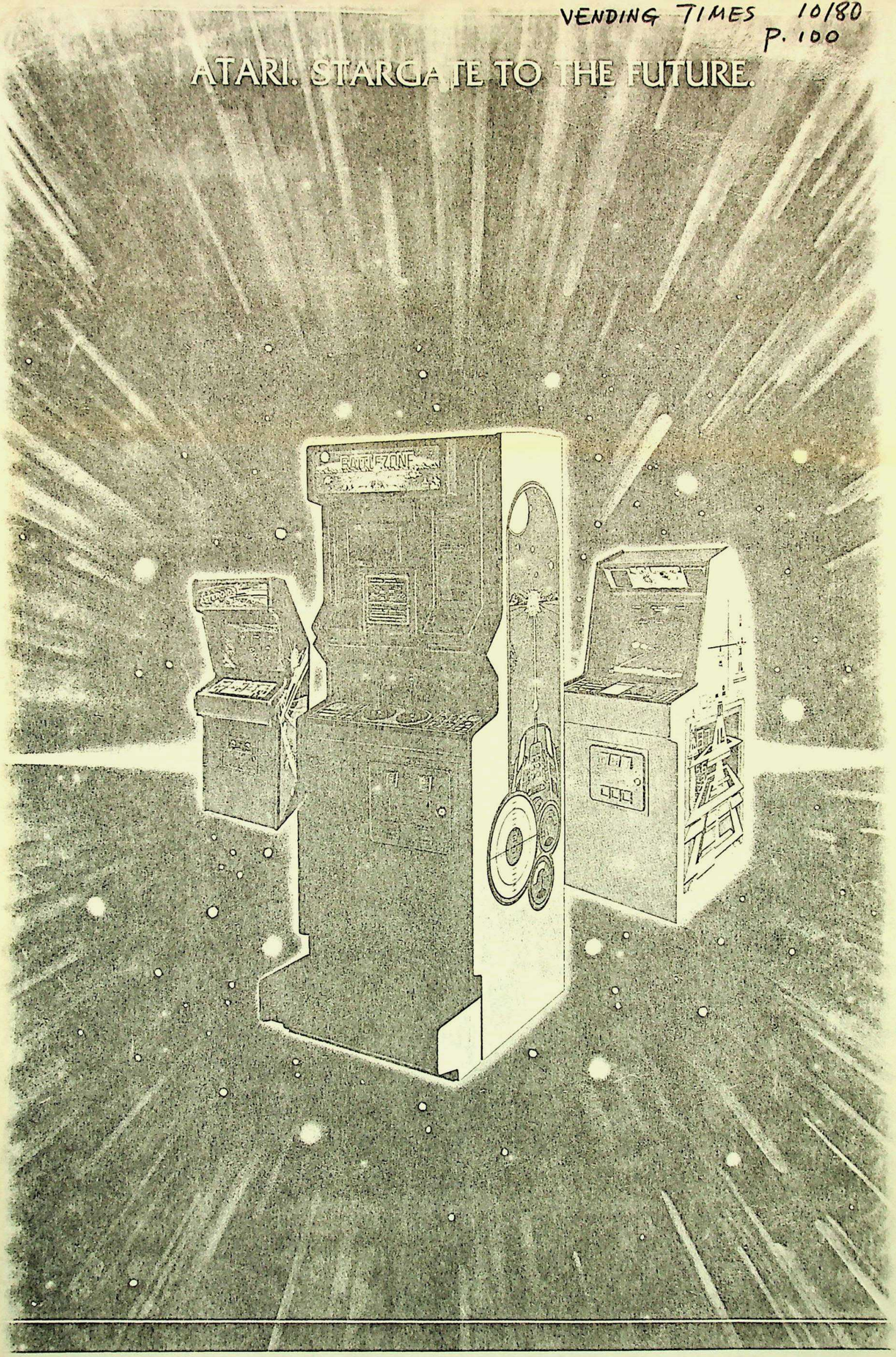
An arcade amusement gun of the type which pneumatically shoots a rubber ball toward a hollow target with each pull of the trigger is gated by a master control so that its firing rate is the same as the other arcade amusement guns in a grouping of such guns.

1 Claim, 13 Drawing Figures



VENDING TIMES 10/80
P. 100

ATARI. STARGATE TO THE FUTURE.



arGate 80. Our theme for the '80's.
r gateway beyond the frontier... into
hyperspace of spectacular new video
nes that challenge and earn like no
er games on earth.
The journey begins with new Battle-
ne™. Supertanks compete in outer
ace in an incredible battle of skill be-
tween player and computer. With Quadra-Scan™ display graphics, realistic "3-D" playfield, radar warning display, special sound effects and a wide range of profit-making skill, bonus, and coinage operator options available in upright and space-saving Cabaret™ cabinets.

And with Missile Command™. A realistic full color action game.

And Asteroids™. The world's number one game and heading into hyperspace popularity.

Pass through StarGate 80 at our AMOA exhibit. Or contact your Atari distributor. Tomorrow is waiting.

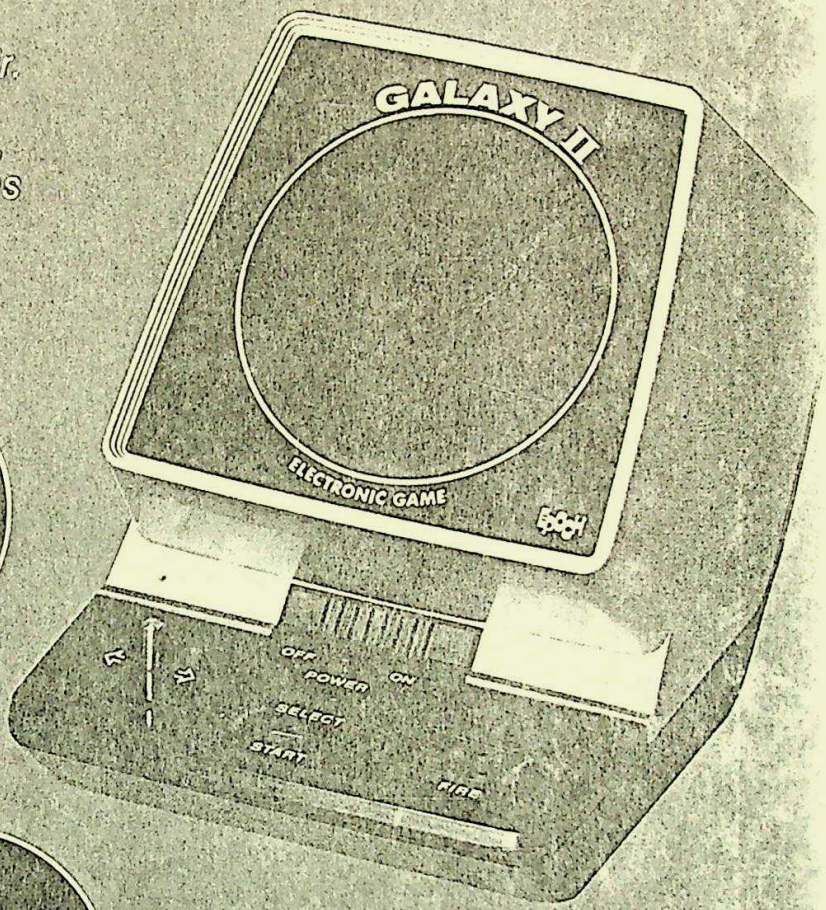
VENDING TIMES 10/80
P. 107

PLAYTHINGS
April, 1981 p. 49

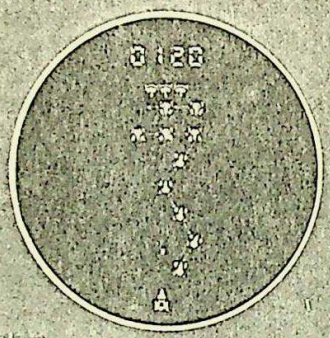
GALAXY II

THE SPACE GAME OF THE YEAR

The hottest attraction at Toy Fair. Scheduled to receive exciting TV promotion, this revolutionary, ultra-modern electronic game has all the features of the most sophisticated arcade game. . . and lot's more.



Your defense force consists of five earth ships.

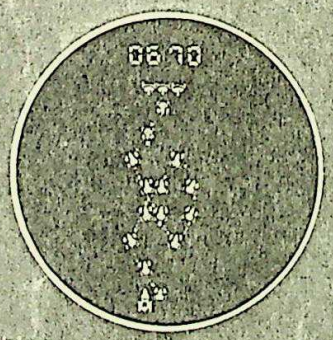


PHASE ONE

A squadron of ten enemy fighters attack in zig-zag and backward-forward attack patterns.

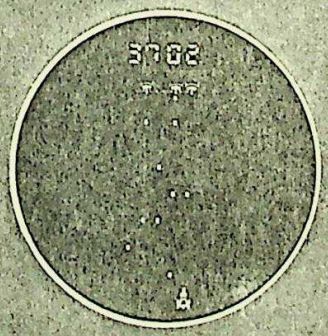
PHASE TWO

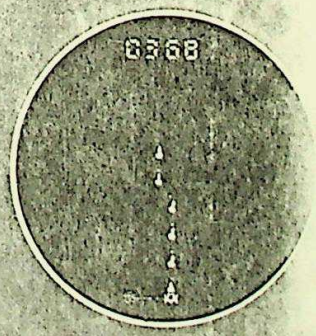
Ten more fighters attack . . . this time in a circular formation. After you have knocked out both squadrons, you enter phase three.



PHASE THREE

The three-enemy command ships are now vulnerable. Constantly in motion, they release a barrage of missiles. If you knock out all three the scoreboard gives you a "good" rating.





PHASE FOUR

The exciting docking maneuver. Your earthship launches a space shuttle. When it begins its decent, countdown begins from one thousand. You're working against time. With skillful manipulation of the joystick you can achieve a fast, successful docking and save a high score.

THAT'S NOT ALL!

Now that you have mastered game one, you may proceed to the next playing level. Games two, three and four are progressively more advanced.

Epoch

(Circle No. 18 on Reader Inquiry Card)

EPOCH CORPORATION, 37 Smith Street, Englewood, New Jersey 07631 (201) 894-9000

Gottlieb

273-DIG.28

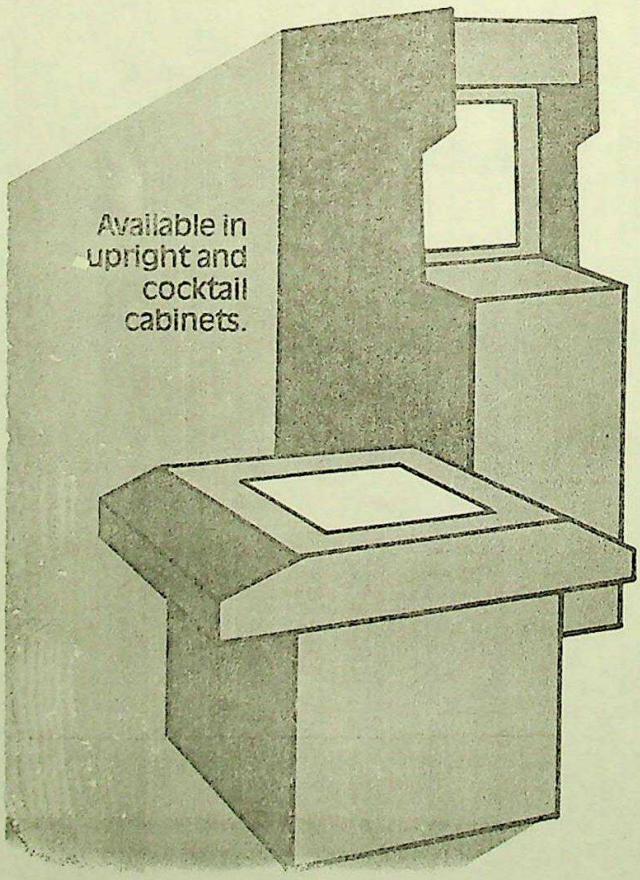
4-1981

NEW YORK! NEW YORK!

Gottlieb's Talking Video challenges you to save the city!

Alien spacecraft attack New York and threaten the world. Only you can save the city by destroying the Leader Ship and her fleet.

It's a great new video that will attract every player . . . and it talks! The aliens tease, taunt and even compliment the player for fine shooting. Scoring is fun with progressively greater rewards and exciting mystery values.



Available in upright and cocktail cabinets.

The invasion has started . . . so don't delay!

©1980 D. Gottlieb & Co.
All Rights Reserved
Printed in U.S.A.

Engineered by
Sigma Enterprises, Inc.

See this exciting video, plus the full line of Gottlieb videos and pinballs, at your local Gottlieb distributor.

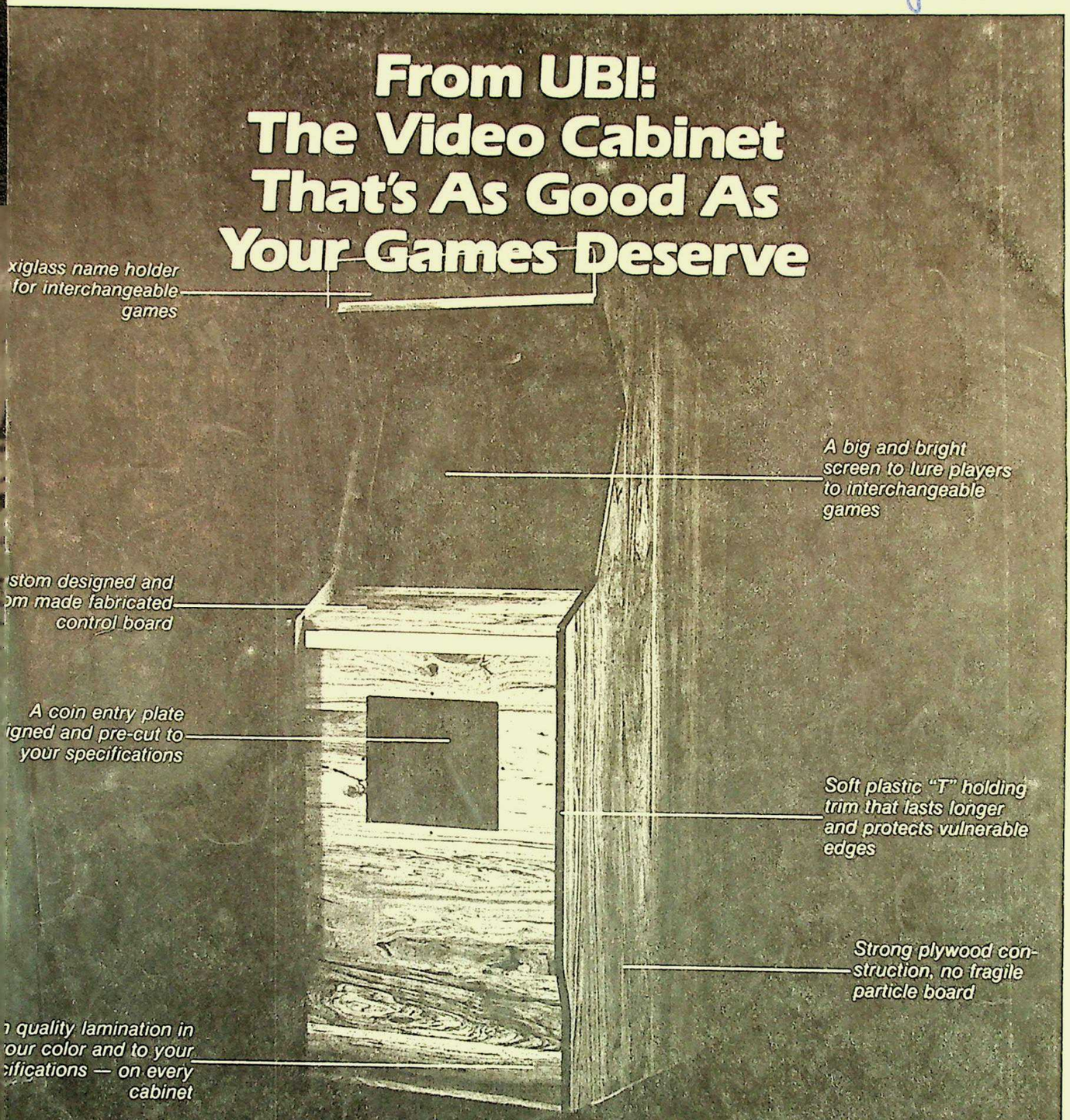
PLAYMETOR

P.102

Gottlieb™
AMUSEMENT GAMES
A Columbia Pictures Industries Company

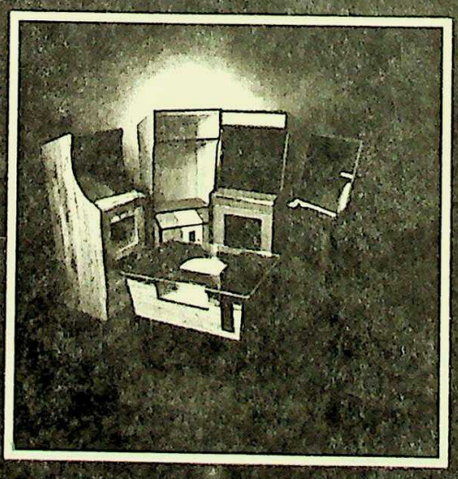
Vending Times April 1982
p. 66

From UBI: The Video Cabinet That's As Good As Your Games Deserve



Today's electronic games are among he most popular — and profitable — amusements ever made. But the heavy lay that earns the profits puts too nuch strain on poorly made particle oard cabinets. They end up old before heir time, a poor container for your est game products.

UBI's laminated, handcrafted cabinets tand up under pressure, protecting quipment as they absorb more abuse. s you can see from our specifications, ney're designed to increase appeal, llow for interchangeable electronics nd match your individual needs. Their trong plywood construction helps nem outlast any game — and any layer.



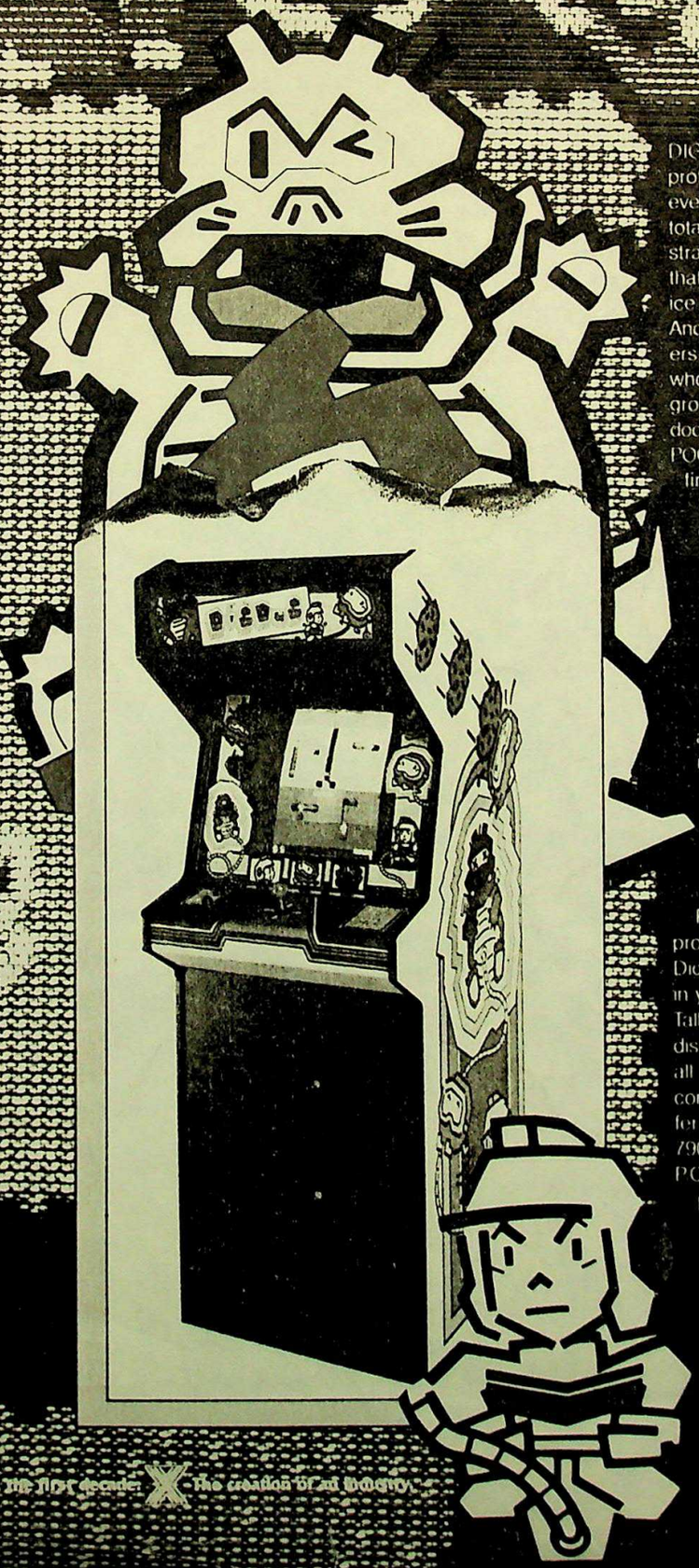
If you want to save money and have fast delivery and guaranteed quality at competitive prices, call Tom Fox for a direct factory quote.

UBI

United Billiards, Inc.
51 Progress Street
Union, New Jersey 07083
(201) 686-7030

DIG DUG™ is sizzling!

VENDING TIMES JULY 1982
P. 45



DIG DUG is setting profits on fire everywhere! It's a totally new video strategy challenge that appeals to novice or expert alike. And it's hot! Players control Dig Dug who digs underground tunnels to dodge or destroy POOKA™ or the fire-breathing FYGAR™ and to collect the Veggie treasures. Adjustability for Easy, Medium, Hard, or Expert, 1,2,3 or 5 lives, 8 bonus levels and availability in Upright, Cocktail or Cabaret cabinets means high earnings versatility anywhere. Pump up your profits! Make sure Dig Dug is earning in your location. Talk to your Atari® distributor now for all the specs or contact us for referral at Atari Inc., 790 Sycamore Dr., P.O. Box 906, Milpitas, CA 95035.

Atari, the first decade. The creation of an industry.

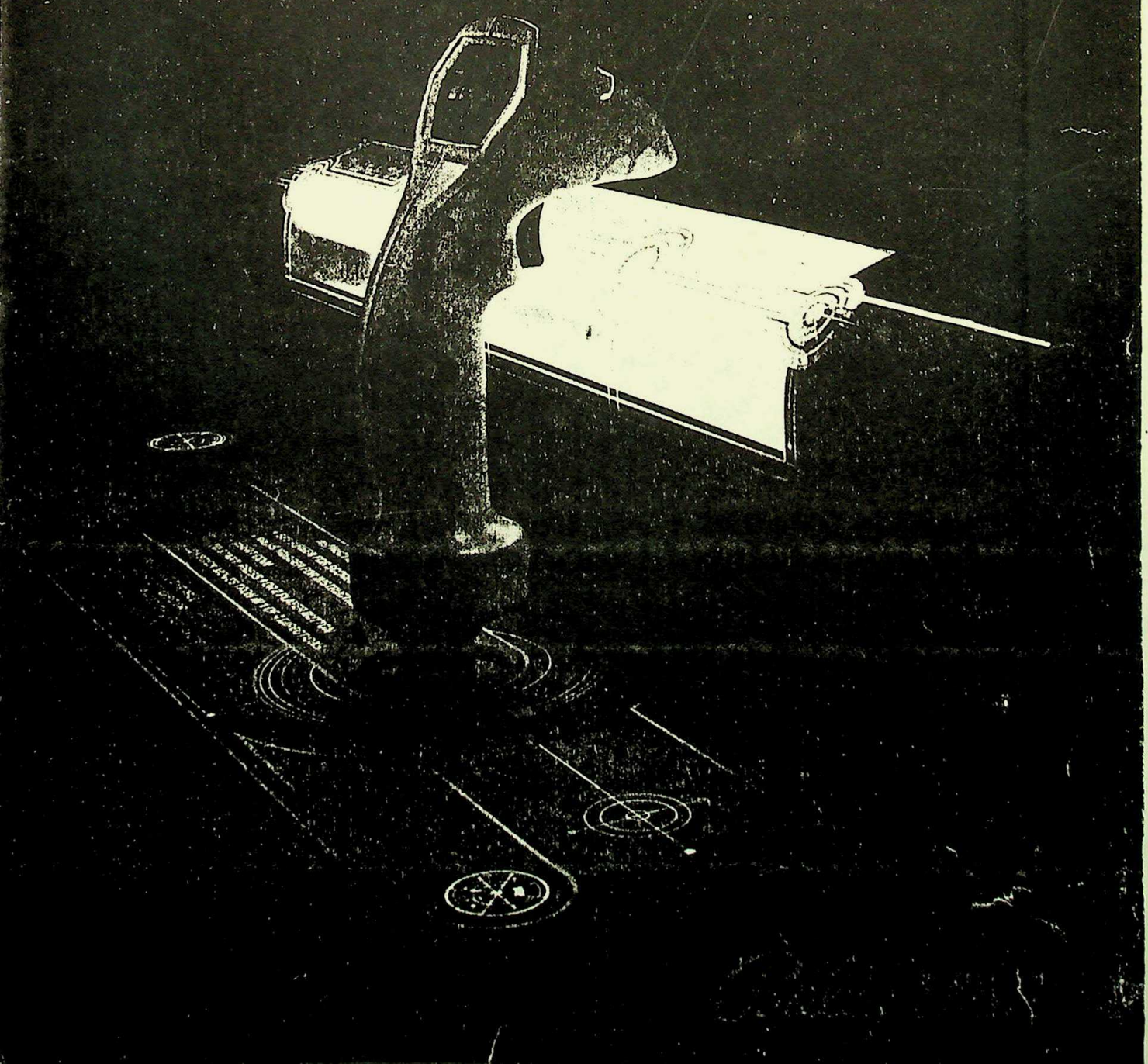
VENDING TIMES JULY 1982

HE WORLD WE KNOW HAS SPAWNED ANOTHER WORLD.
A PARALLEL WORLD OF ENERGY AND LIGHT,
A WORLD WHERE VIDEO GAME BATTLES ARE REAL.

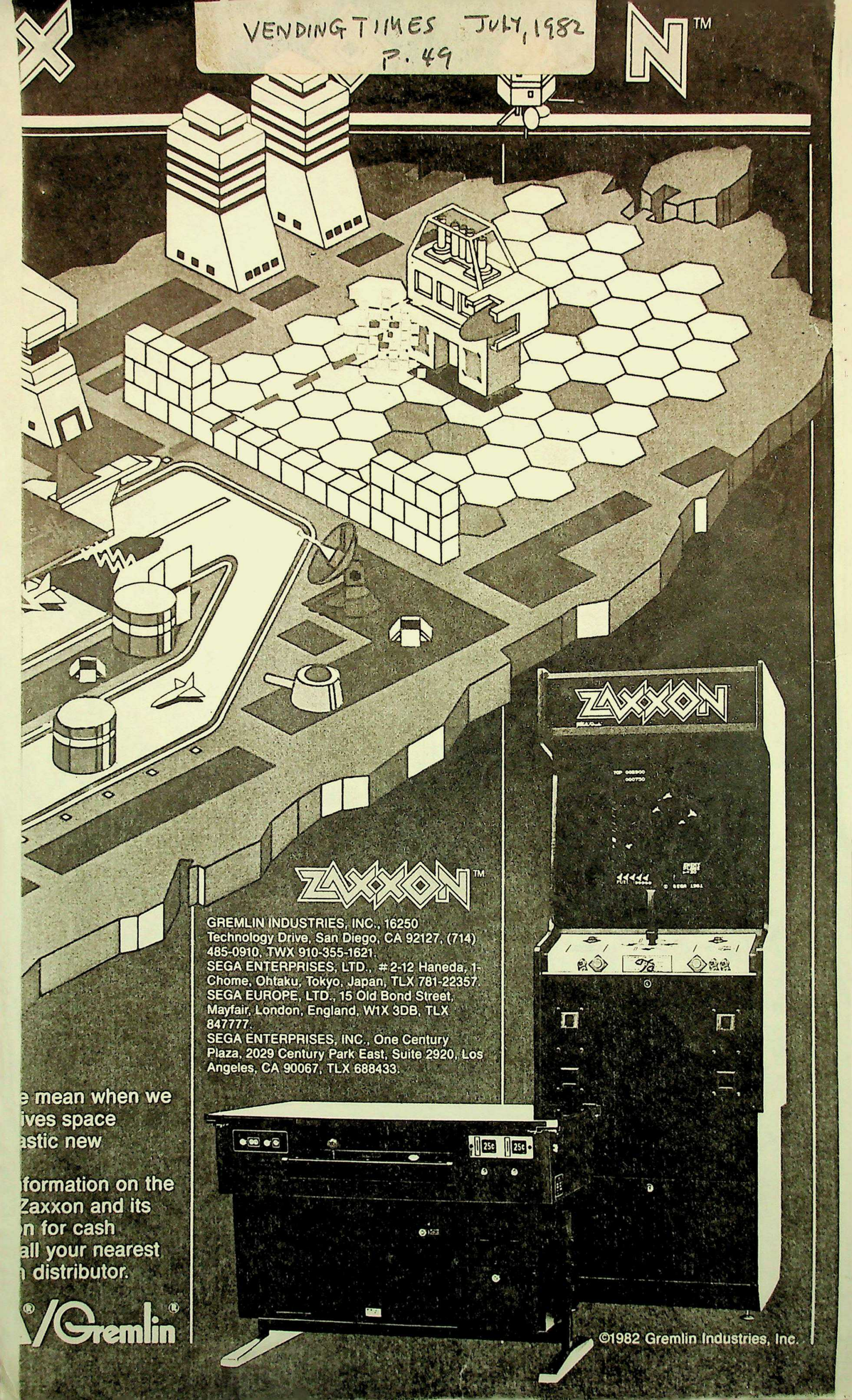
TRON

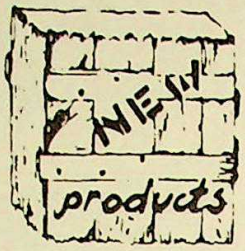
© MCMLXXXII Walt Disney Productions

ENTER THE WORLD OF TRON, THE VIDEO GAME FROM
ALLY/MIDWAY, BASED ON THE FUTURISTIC ADVENTURE
MOTION PICTURE FROM WALT DISNEY PRODUCTIONS.



VENDING TIMES JULY, 1982
P. 49





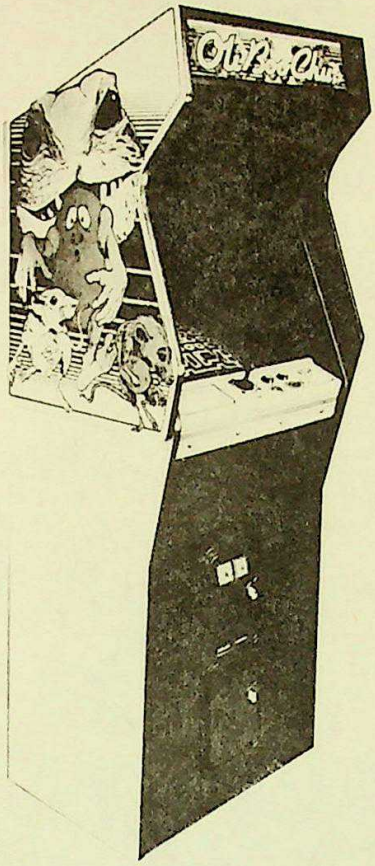
Sniffing out the rats

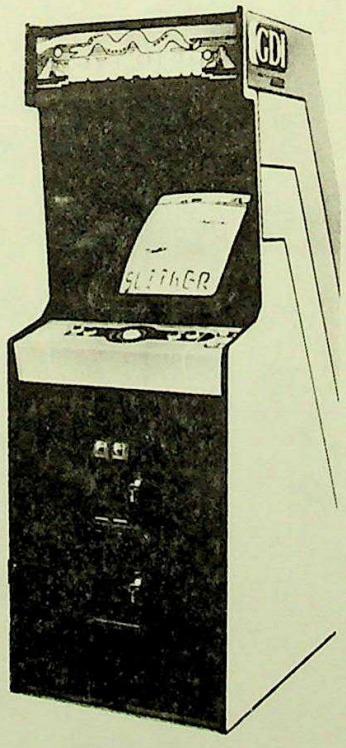
Complete with rats and lizards, *Oli Boo Chu* is the latest video attraction offered by Thomas Automatics. It was built under license from Irem Corp. of Osaka, Japan.

The object of the game is for the player, Oli, to capture all the small rats, Chus, before being caught by the big lizards, Boos. If the player is able to get rid of all the Chus, the screen is cleared. Each new screen is of increasing difficulty.

In addition, there is a bonus corner, Race Trap, which a Chu sometimes goes into. If Oli can get to the trap and close its entrance-exit before the Chu comes out, the player is awarded with bonus points.

Also, mystery drops occasionally appear. These are yellow drops left behind by Boos. If Oli picks up these drops before Chus eat them, the player is awarded with special points for each mystery drop.





A slithering sport

With *Slither*, players can battle snakes, mutant gorillas, and dense vegetation.

Slither, from Destron/GDI, is also equipped with dual control buttons to accommodate southpaws.

The player, represented on the playing field by a blaster, is threatened by the likes of giant snakes, pterodactyls, mutant gorillas, and dense vegetation.

The attack starts with just a few snakes. The *Slither* bonus starts winding down. If the player destroys the snakes before the bonus reaches zero—he collects the remaining bonus points.

Fresh attacks by large waves of snakes are now in evidence. Every time the *Slither* bonus reaches zero, another attack is launched. During these attacks, pterodactyls and mutant gorillas cross the screen to add an extra element of danger. The closer the player allows the pterodactyls to approach him before shooting them, the greater the amount of points are scored.

To further tax the player's skills, the gorilla leaves additional vegetation on the screen. The player has to maneuver around the grass, or shoot his way through it with his blaster.

As the player's score mounts, the snakes get craftier. The small snakes now chase the player all around the screen. The player now must maneuver the blaster with the greatest of skill and dexterity to avoid the snakes' persistent attack.

The action on the screen is now very vigorous and frantic. If the player is able to destroy these crafty snakes—a new group of more vicious and devastating snakes emerges. They chase the player's blaster all across the desert, and when they are hit, they turn into grass, which in turn makes the player's movement of his blaster increasingly difficult.

The player is given no rest, and the persistent and deadly slithering snakes will eventually have their way.

The player can revel in the glory of thwarting their attacks for longer periods of time with higher and higher scores.

The player is awarded an additional blaster for every 15,000 points. If he gets one of the top 10 scores, he is allowed to enroll his initials in the *Slither* Hall of Fame on the screen.

PLAY METER, SEPT. 1, 1982
Inside BACK COVER

Convert-a-Game™

SEGA Authorized Distributors

ALABAMA
Birmingham
Birmingham Vending Co.
(205) 324-7526
Montgomery
Franco Distributing Co., Inc.
(205) 834-3455

ARIZONA
Phoenix
Circle International Co.
(602) 269-6736
Continental Divide Distributors, Inc.
(602) 269-5891
Mountain Coin Machine Distributors
(602) 269-7596
Rowe International, Inc.
(602) 279-2314

ARKANSAS
El Dorado
Jack's Amusement
(501) 863-5600
North Little Rock
Godwin Distributing Co. Inc.
(501) 753-1138

CALIFORNIA
Los Angeles
Betson Pacific Distributing Co.
(213) 388-9338
C. A. Robinson Co., Inc.
(213) 735-3001
Circle International Co.
(213) 380-5850
San Diego
Circle International Co.
(714) 278-3575
San Francisco
Bally Advance
(415) 871-4280
Betson Pacific Distributing Co.
(415) 543-4495

COLORADO
Denver
Continental Divide Distributing Co.
(303) 778-7778
Mountain Coin Machine Distributors
(303) 620-9350
Rowe International, Inc.
(303) 534-6308

FLORIDA
Hialeah Lakes
Monroe Distributing Inc.
(305) 625-6666
Hollywood
Rowe International, Inc.
(305) 920-1411
Jacksonville
Rowe International, Inc.
(904) 733-6250
Miami
Belam Florida Corp.
(305) 621-1415
Orlando
Belam Florida Corp.
(305) 857-3381
Monroe Distributing, Inc.
(305) 857-1181
Southern Music Distributing Co.
(305) 843-4302
Tampa
Rowe International, Inc.
(813) 885-4263

GEORGIA
Atlanta
Greater Southern Distributing Co.
(404) 352-3040
Peach State Distributing Co.
(404) 622-4401

ILLINOIS
Chicago
Bally Midwest
(312) 871-7600
World Wide Distributors
(312) 384-2300

INDIANA
Indianapolis
Bally Midwest
(317) 352-0466

IOWA
Des Moines
Philip Moss & Co.
(515) 266-5222

KANSAS
Wichita
United Distributing Co.
(316) 263-6182

KENTUCKY
Lexington
Cleveland Coin Lexington
(606) 231-8996
Louisville
Kentucky Coin Machine Distributing Co.
(502) 966-5266

LOUISIANA
Kenner
Rowe International, Louisiana, Inc.
(504) 469-0050
Metairie
New Orleans Novelty Co.
(504) 888-3500
New Orleans
AMA Distributors, Inc.
(504) 529-2315
Shreveport
S & H Distributing Co.
(318) 222-1642

MARYLAND
Baltimore
Banner Specialty Co.
(301) 994-5060
General Vending Sales Corp.
(301) 837-4119

MASSACHUSSETTS
Dedham
Rowe International, Inc.
(617) 329-3300
Norwood
Bally Northeast Distributing, Inc.
(617) 762-9300

MICHIGAN
Livonia
Bally Midwest
(313) 525-8700
Wyoming
Bally Midwest
(616) 243-3644

MINNESOTA
Minneapolis
Lieberman Music Co.
(612) 887-5300

MISSOURI
Kansas City
Philip Moss & Co.
(816) 421-4570
Rowe International, Inc.
(816) 531-5715
St. Louis
Bally Midwest
(314) 991-1505
L & R Distributing Co.
(314) 421-3622
Musical Sales, Inc.
(314) 535-4310

NEBRASKA
Omaha
Central Distributing Co.
(402) 553-5300
Philip Moss & Co.
(402) 331-2333

NEVADA
Las Vegas
UAI Nevada, Ltd.
(714) 440-5785

NEW JERSEY
Moonachie
Betson Enterprises
(201) 440-2200
Springfield
Mondial International, Corp.
(201) 467-9700

NEW MEXICO
Albuquerque
Continental Divide Distributing Co.
(505) 884-6400

NEW YORK
Albany
Rowe International, Inc
(518) 489-8501
Elmsford
Coin Machine Distributors, Inc.
(914) 347-3777
Lake Success
R. H. Belam Co.
(516) 488-5600
New York
Albert Simon, Inc.
(212) 564-0006
E. Syracuse
Rowe International, Inc.
(315) 437-8371

NORTH CAROLINA
Charlotte
Brady Distributing Co.
(704) 525-8130

OHIO
Cleveland
Cleveland Coin International
(216) 692-0960
Monroe Distributing, Inc.
(216) 781-4600
Columbus
Cleveland Coin International
(614) 846-8590
Shaffer Distributing Co.
(614) 224-6800
Fairfield
Monroe Distributing, Inc.
(513) 223-0550
Macedonia
Shaffer Distributing
(216) 467-4850

OKLAHOMA
Oklahoma City
Southwest Vending Sales Co.
(405) 682-8612

OREGON
Portland
Dunis Distributing, Co.
(503) 234-5491

PENNSYLVANIA
Jenkintown
Banner Specialty Co.
(215) 572-6966
Philadelphia
Eastern Music Systems Corp.
(215) 627-1000
Pittsburgh
Atlas Music & Novelty Co.
(412) 471-1704
Banner Specialty Co.
(412) 782-0800
Wilkes Barre
Roth Novelty Co.
(717) 824-9994

SOUTH CAROLINA
North Charleston
Palmetto State Distributing Co.
(803) 747-0726
W. Columbia
Rowe International, Inc.
(803) 796-0925

TENNESSEE
Memphis
Rowe International, Inc.
(901) 525-3609
Game Sales
(901) 525-8351
Nashville
Rowe International, Inc.
(615) 244-6646

TEXAS
Dallas
Commercial Music Co.
(214) 741-6381
O'Conner Distributing Co.
(214) 631-0150
Southwest Vending Sales Co.
(214) 638-8411
Houston
H. A. Franz & Co.
(713) 523-7366
Peterson Coin Machine Distributing Co.
(713) 523-7494
San Antonio
Southwest Vending Sales Co.
(512) 824-9223

UTAH
Salt Lake City
Struve Distributing Co., Inc.
(801) 328-1636

VIRGINIA
Richmond
General Vending Sales Co.
(804) 262-4263

WASHINGTON
Seattle
Music-Vend Distributing Co.
(206) 682-5700
Spokane
Music-Vend Distributing Co.
(509) 535-5757

WISCONSIN
Green Bay
Bally Midwest
(414) 468-5200
Menominee Falls
Pioneer Sales & Service, Inc.
(414) 781-1420
Milwaukee
S. L. London Music Co., Inc.
(414) 344-3220

CANADA

ALBERTA
Edmonton
Dons Vending Co.
(403) 434-2433

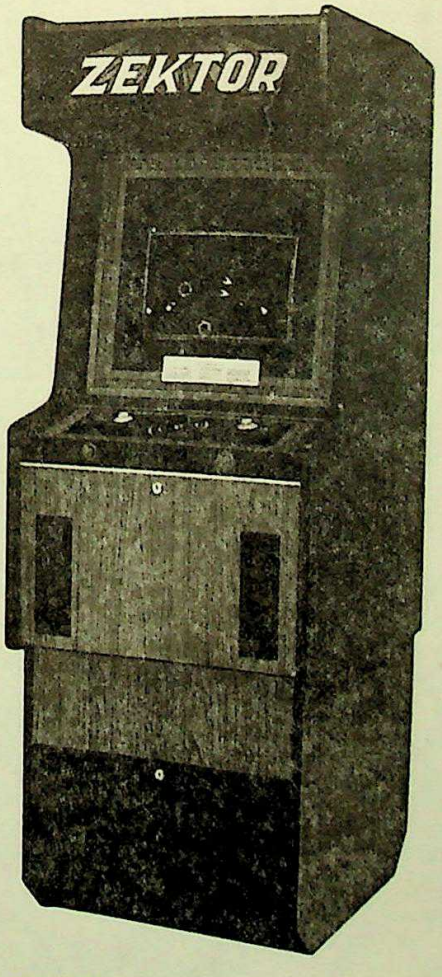
BRITISH COLUMBIA
Burnaby
J.E. Weatherhead Distributing, Ltd.
(604) 294-8271

ONTARIO
Rexdale
New Way Sales
(416) 746-2255
Toronto
T.W. Gilchrist Vending Ltd.
(416) 469-4181

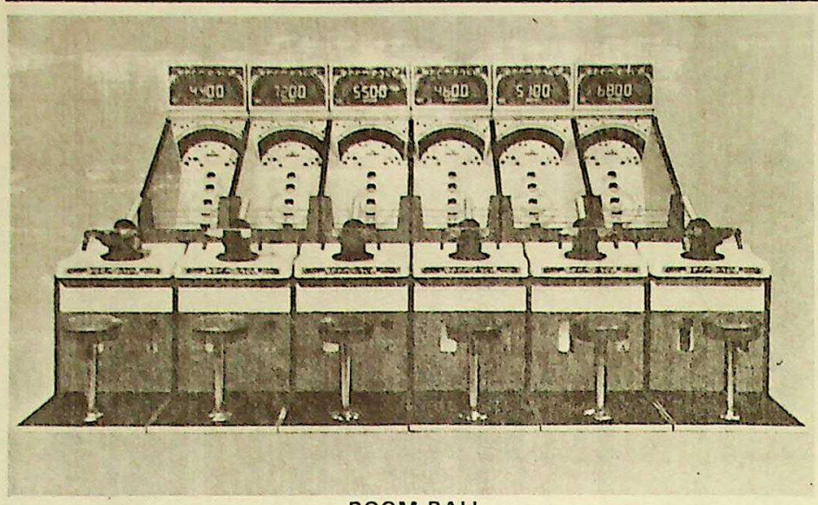
QUEBEC
Montreal
Laniel Automatic Machines, Inc.
(514) 731-5871

SEGA®

Gremlin Industries, Inc.,
16250 Technology Drive,
San Diego, CA 92127,
(714) 485-0910,
TWX 910-335-1621.
SEGA Enterprises, Ltd.,
#2-12 Haneda, 1-Chome,
Ohta-ku, Tokyo, Japan,
TLX 781-22357.
SEGA Europe, Ltd.,
15 Old Bond Street,
Mayfair, London, England,
W1X 3DB, TLX 847777.
SEGA Enterprises, Inc.,
2029 Century Park East,
Los Angeles, CA 90067,
TLX 688433.



DIMENSIONS: 71¼" high, 29⅞" deep, 25 15/16" wide, 330 lbs.



BOOM BALL

Bow Redesigned Version Of Melte

SUNNYVALE, Calif.— Meltec, Inc. has introduced a redesigned version of "Boom Ball" which retains the same appearance and features of the original version while the internal mechanisms have been completely redesigned, according to the company. Resulting economies have allowed the price to be cut by nearly half, states Meltec.

The game incorporates a new high-performance ball-feed system and a Z80 microprocessor control. Maintenance is easy, states Meltec, because the access panel for the cash box and optional ticket dispenser can be removed in a single step, and because there is now only one PC board to service.

Special audio effects have been added to increase player appeal, including cannon firings accompanied by a laser-like blast, and a siren that sounds when winning sco runways make reducing the quired.

"This new an 'Boom Ball' ha have been ask ident Mel Mc lar game. And price, there's no to buy it." Mc the unit at the City during N

For more company at Sunnyvale, Ca

Atari Dist Hong Kon

SUNNYVA has announce tributor, Onflo awarded a Atari-800 com perimental Kong secondar vendors had bid marks the first microcomputer rooms.

Atari com proves succes Kong schools Atari-800 com

Onflo is capitalize on the bition to incr through equip puters. The com lished its own A Hong Kong to dents and retai through semi mentation.

the professionals

Our sales staff is professional. They help you make the most from your equipment investment by offering top brands, prompt delivery, solid help in game selection. And they're backed by an electronics service department that's as serious as they are. Call. Find out.

They're serious, but they're also friendly. Drop in any time and get to know the Robinson professionals.

Left to right: Jeff Scheer, Lance Hailstone, Larry Stern, Debra Charlton, Fred Reich, Betty Myers, Bruce Lemare and Mike Hall, seated.

C.A. Robinson & Company

2891 West Pico Blvd., Los Angeles, Calif. 90006

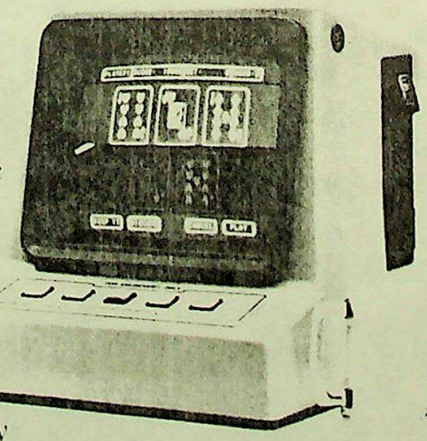
Tel: 213/735-3001

Fur

EVANSTON, has licensed Company to Man Furry T-S ports that the beep "overwhe

"While 'Pac seen everywhe has captured th youngsters," s vice presider new shirts are in the wash, made in both a For more inform and other area tact Steven M Ave., Evanston

Americans Spend A Lot Of Time Playing Games That Don't Gobble Space Ships.



People already know how to play games like poker, blackjack, craps and Hi-Lo. They've been fun for years and they're certainly no passing fads. But now folks can challenge the computer instead of the house. They can play all 4 games on one very unique machine and have no danger of losing the farm or paycheck.

Little Casino is a simple machine that can make a really respectable contribution of quarters to the proprietor's bottom line. It's for amusement only and customers do enjoy playing again and again. They enjoy it so much that they're likely to stay around a bit longer than they'd planned and have an extra drink or two. Little Casino means extra pleasure for the players and extra money for you.

LITTLE CASINO

DIGITAL CONTROLS

P.O. Box 48334 Atlanta, GA 30362 (404) 441-3332

Atari's Pe Post With

SUNNYVAL has announced t cent resignatio sales manager assume a posit with Dallas-bas prises. While marketing resp west Vending, op distributors in o ing areas in the tinue to work c company.

"It's hard to l ing so many y "It's been an ex atmosphere and tributing is a that's always int enjoyed working while at Atari, a work for such a exciting."

"Tom Petit is and he'll be miss vice president of Don Osborne. H ward to working . . . and wish him

SATAN'S HOLLOW

VENDING TIMES, DEC. 1982 p. 42

The hot new battle game that dares you to cross the blazing Bridge of Fire to do battle with the Master of Darkness—Satan of the Hollow!

The Dark Scrolls warn of the perils of Satan's hollow. He, the Prince of Darkness, reigns over an infernal underworld so abhorrent, the grotesque gargoyles who safeguard his lair cower at his cloven-hoofed approach. 'Tis he who rules supremely his domain, by twisted swirls of flame and obedient creatures so wretched, no mortal dareth traverse the Bridge of Death crossing the River of Fire.
Beware him. He is darkness, he is the omnipotent demon Lucifer, he is SATAN OF THE HOLLOW.

Bally/MIDWAY

Baby Pac Man' Combo Game

ent monsters catch and eat the last "Baby Pac Man."

The game contains a hardware package with all major boards mounted on the back door for convenience. Two pinball modules (solenoid and lamp drivers) are combined into one "combo" board, while the Bally Pinball 6800 System is incorporated. In addition, one "vidiot" module with self-testing capability is included, compliable to the existing MPU board, that controls both sight and sound and gives the full array of bookkeeping features. The game cabinet is made of a highly scuff resistant uniface material that is easy to clean, according to the company.

"Baby Pac Man" will be available January 1, 1983. For more information, contact Bally Pinball Division, 90 O'Leary Dr., Bensenville, Ill. 60106.

SMOOTH DELIVERY: Tom Nieman, vice-president of marketing for Bally's new Amusement Manufacturing Division, is visibly excited upon the arrival of "Baby Pac-Man" – introduced to the trade at the AMOA Exposition held last month.

MULTIPLE GAMES IN ONE MACHINE

ALL NEW! COUNTER-TOP GAMES

13" FULL COLOR MONITOR

DRAW POKER

Featuring Joker's Wild and Double-Up.

BLACK JACK

Sensational Las Vegas "21" with all the casino features AND face-up or face-down play with Double-Up.

FOR AMUSEMENT Only (NO REPLAYS OR CREDITS)

RED DOG

The excitement of Acey-Deucy in-between action PLUS Double-Up, 3-of-a-kind and Straight Flush bonuses.

19" HIGH • 22" WIDE • 20" DEEP

FRONT COIN-MECH FOR EASY PLAY

Solidly built with all the features you want:

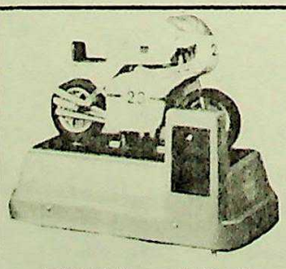
- Crisp, colorful, high resolution video graphics and audio effects.
- Large, secure cashbox.
- BASE SWIVEL for easy play.
- No need to change board to change game.
- One or two players.
- Ideally suited for bar-top, cocktail lounge, and limited space locations.
- Play stimulating, fun-filled messages.
- High Score Hall of Fame.

DISTRIBUTORSHIPS *Available*

UNIVERSAL APPEAL • RELIABLE • PROFITABLE

HOUSE-OF-CARDS Inc. P.O. BOX 76426, ATLANTA, GA 30328 Call for further information: Jim Brown 404-255-5370

"The most profitable ride ever"



"With full sound effect"

"The excitement of the old West"

"The Original"

KIDDIE RIDES-USA

- 10 years experience selling amusement items
- Specializing in importing appealing, durable, and highly profitable coin-operated kiddie rides from Europe
  Representing:
  ATM–Italy
  Gino Rondina–Italy
  Elektro-Mobiltechnik–Germany
  Waite–USA
  Kiddierama & Autorama
- More than 60 rides available
  carousels–spaceships–trains
  bumper cars–animals–planes–cycles
- Full service departments with large stock of parts
- Featuring THE HYDRAULIC HELICOPTER – the biggest money maker ever!

"Remember—we're the original"

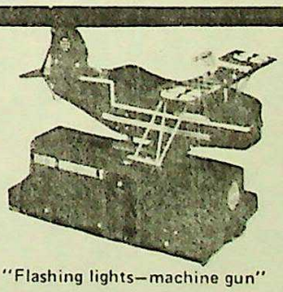
KIDDIE RIDES U.S.A.

COIN OPERATED KIDDIE RIDES MEAN CASH IN YOUR POCKET

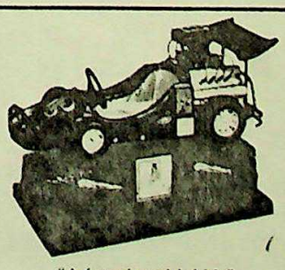
604 MAIN ST., DAVENPORT, IA 52803

Call Mel LaForce Collect for Best Prices

(319) 326-6467



"Flashing lights—machine gun"



"A favorite with kids"

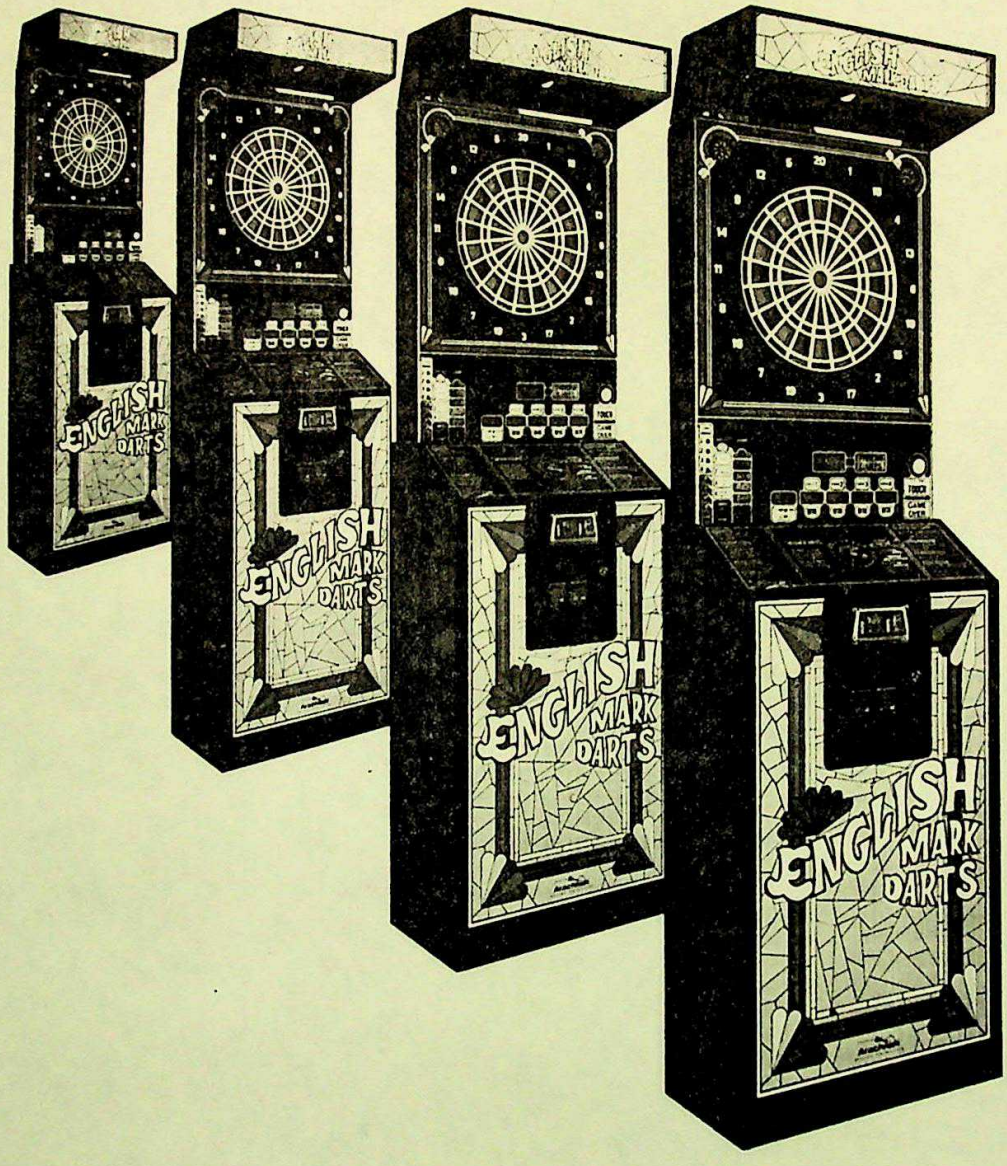
"For the tiny tots"

VENDING TIMES, April, 1983
p. 73

ENGLISH MARK DARTS

by Arachnid

The Originator of Electronic Darts



INVEST IN THE GAME THAT GROWS MORE POPULAR — YEAR AFTER YEAR!

WILL STILL BE ON LOCATION EARNING FOR OU LONG AFTER OTHERS ARE LAID TO REST!

the computer instead of the house. They can play all 4

p. 103 Vending Times, Nov. 1983

We stock all of the most-wanted video games for immediate shipment. And we offer the lowest prices you'll find anywhere.

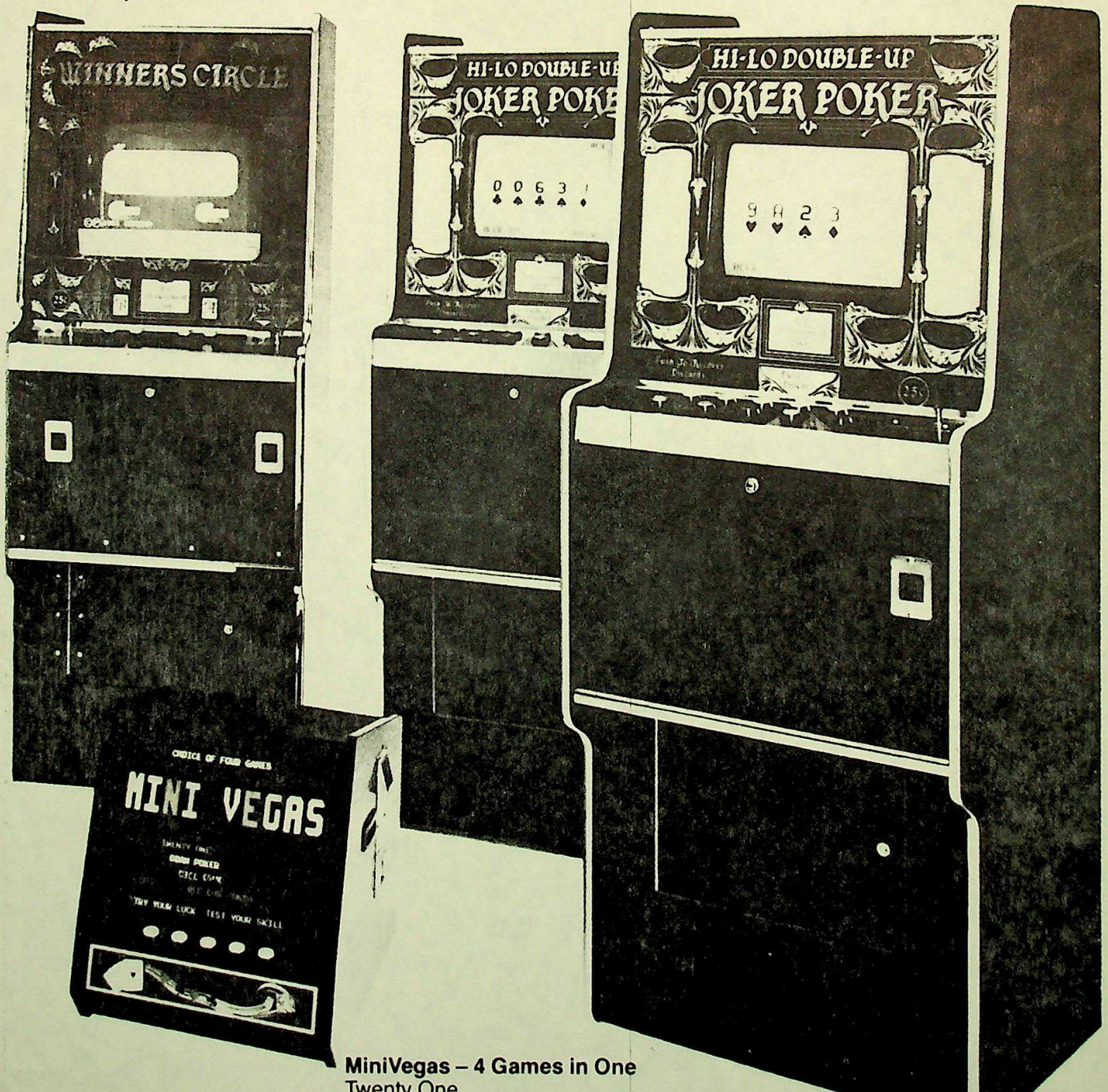
Complete information can be obtained by writing Monti-Video, 1422 North Broad Street, Hillside, NJ 07205. But why wait to deal yourself in?

CALL MONTI-VIDEO COLLECT. . . in HILLSIDE, NJ. . . 201-926-0700.

Winners Circle (Upright)
Horse 2 Player Race Game

Poker Game*
Hi-Lo
Double Up
Joker Poker

* Now licensed by the City of New York, division of Consumer Affairs, 80 Lafayette Street, NY, NY 10013. Proof available upon request.



MiniVegas – 4 Games in One
Twenty One
Draw Poker
Dice Game
Red Dog

For amusement only. Not intended for sale or use in states or municipalities where such games are prohibited by law.

es VP, Sales For Data East USA

Tom Petit
lent, sales

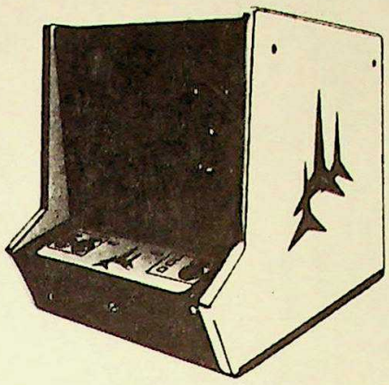
for Data East USA, according to an announcement by Data East USA president Robert E. Lloyd.

Petit, who was most recently national sales manager at Nintendo of America, is a business/marketing graduate of the University of Santa Clara (Calif.) He has served as vice-president of sales and marketing for Southwest Vending Sales (Dallas, Tex.), and as a regional sales manager for Atari.

"I am very excited about the challenges and opportunities at Data East," Petit said. "I am looking forward to continued refinement of our distribution network and sales programs through our strong regional sales management."

Data East USA is a world leader in interchangeable game systems.

SPIRIT CASINO: Now available from Techstar, Inc. is this countertop video game, the "Spirit Casino." The for-amusement-only game offers a choice of four casino games: Draw Poker, Blackjack, Craps, or Casino (slot), and incorporates a location-programmable "Billboard" message mode featuring three screens of message capability, with 5 lines of 14 large characters per screen. According to Techstar president Bill Olliges, this feature permits the operator to advertise special hours or other attractions. Other features include full convertibility by means of the CCT-1 cabinet, rear-access double locked coin box, battery backup for message and high score retention, dimensional graphics, and optional music background. Techstar is based a 8651 N.,W. 56th St., Miami, FL 33166.



ɔces
ic'

Vend Mar-
ıovel new
te monitor
to report

operation,
es advanc-
echnology.
wrist in an
collar, and
essure and
of the arm.
welcomes
rs on com-

n is avail-
0 Dawson
by calling

ss (left),
Norwich,
ew "Mini
keting at
aziano of

Norwood
uting (St.
re to cut
n the coin
N. Earl
A lunch-
l by their
t AMOA
ns. Bally-
o headed
oted that
al impor-
to know
over the
gh moral
al spirit of

DURABLE: Above, Entertainment Enterprises' Richard Cardinale (left) and Jed Forman show off new "Face Off" game to Harold Kaufman (right), Bay Coin (Richmond Hill, N.Y.) at AMOA Convention; below, the game itself. Unit was released after extensive field testing.

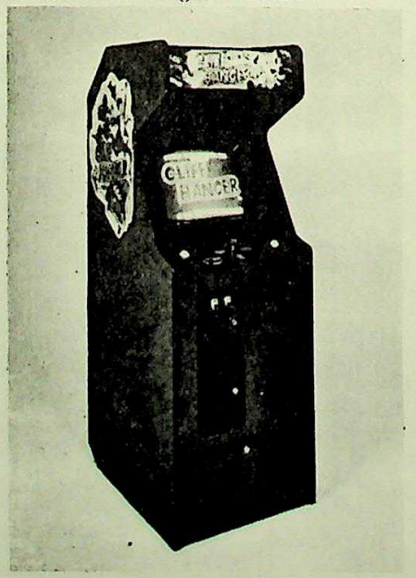
'Cliff Hanger' Laser Introduction By Stern

ELK GROVE VILLAGE, Ill.—Stern Electronics has launched "Cliff Hanger," an animated film video on laser disc.

Two action buttons control upper and lower body moves, and the joystick controls the direction of Cliff and the car he recklessly drives in his race to free Clarissa from Count Dragoe.

Through eight separate sequences with more than 200 action move, Cliff runs and drives into problems time and time again, relying on the player to guide him through an interactive environment where the characters talk to each other and the game talks to the player.

Features include long sequences where a successful player will face few blackouts, and four front doors for ease of service, eliminating the need to move the game from a wall to clean the disc or to change difficulty levels. There is a complement of game adjustment items, including bookkeeping, game play statistics and diagnostic tests.



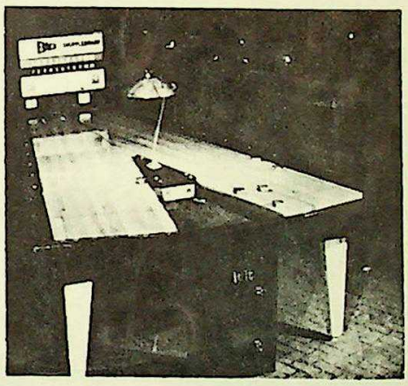
CLIFF HANGER

Coin Computer Unveils 'V-Back' Shuffle Alley

DETROIT, Mich. — Coin Computer Co. reports that it has acquired worldwide manufacturing and marketing rights to the "V-Back Shuffleboard," a novel game with an interesting history.

The "V-Back" was designed more than 15 years ago, and more than 200 units were produced at that time. The game did very well on location, but its inventor was involved in a serious accident and was unable to pursue the project.

The three-cushion shuffleboard lends itself to four different modes of play, and can serve as the basis for leagues and tournaments. Coin Computer reports that the recent tremendous revival of interest in board-type games makes the "V-Back" an attractive proposition in today's market, and that response from potential manufacturers has been excellent.



V-BACK SHUFFLEBOARD

Two New Distributors At Mylstar Electronics

NORTHLAKE, Ill.—Mylstar Electronics, Inc., has strengthened its distributor force with two new distributor arrangements.

Brandt Distributing Company, Inc., doing business as Audio Visual Amusements, has recently purchased Morris Novelty and will represent Mylstar's products. Brandt Distributing is located at 1809-11 Olive St., St. Louis, Mo. 63103. The contact is Peter Entringer.

Also added to the Mylstar distributor team is London Distributing Corp., 3130 W. Lisbon Ave., Milwaukee, Wis. 53208. The contacts are Perry London and Steve Isaacson.

According to Mylstar vice president of sales and merchandising Gil Pollock, "These distributor arrangements strengthen our commitment to the Milwaukee and St. Louis areas, as well as to the over-all distribution system throughout the U.S."

THE CROWD WAS AT COMPU VEND AT AMOA NEW ORLEANS

To see the most effective, economical and practical computer system available to the vending industry. Thanks to all for making us the BIG HIT of a BIG SHOW!

SIMPLE TO USE • EASY TO LEARN

MOORE

Studebaker-Worthington LEASING CORP

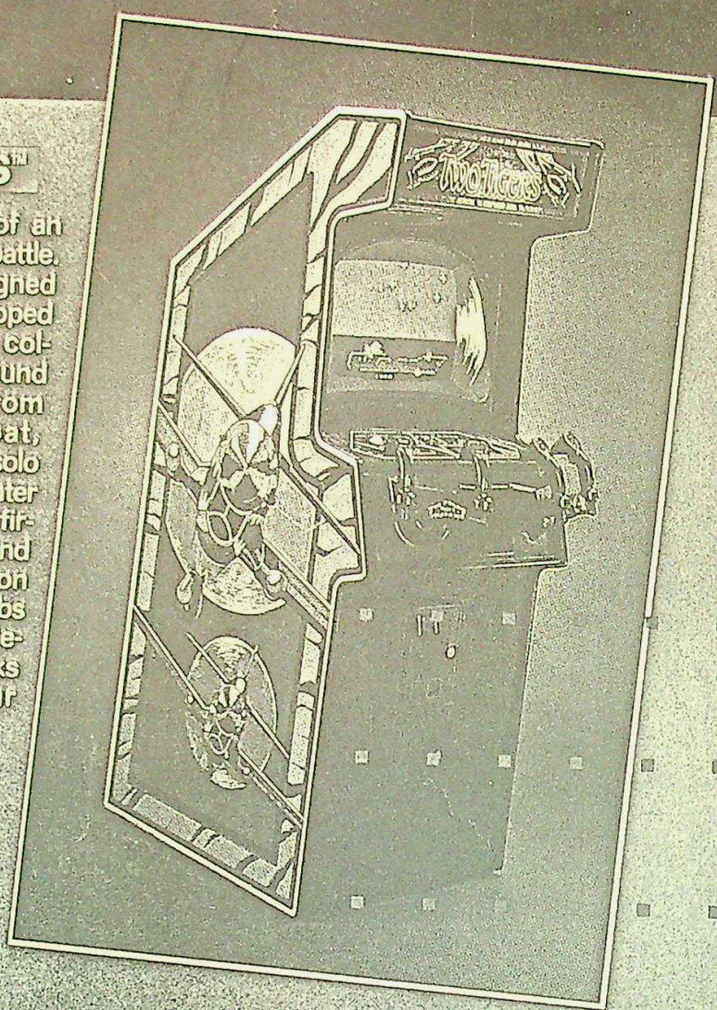
Radio Shack TRS-80 COMPUTER PRODUCTS

Write or call Alan Kronenberg collect at

COMPU VEND SYSTEMS, U.S.A.

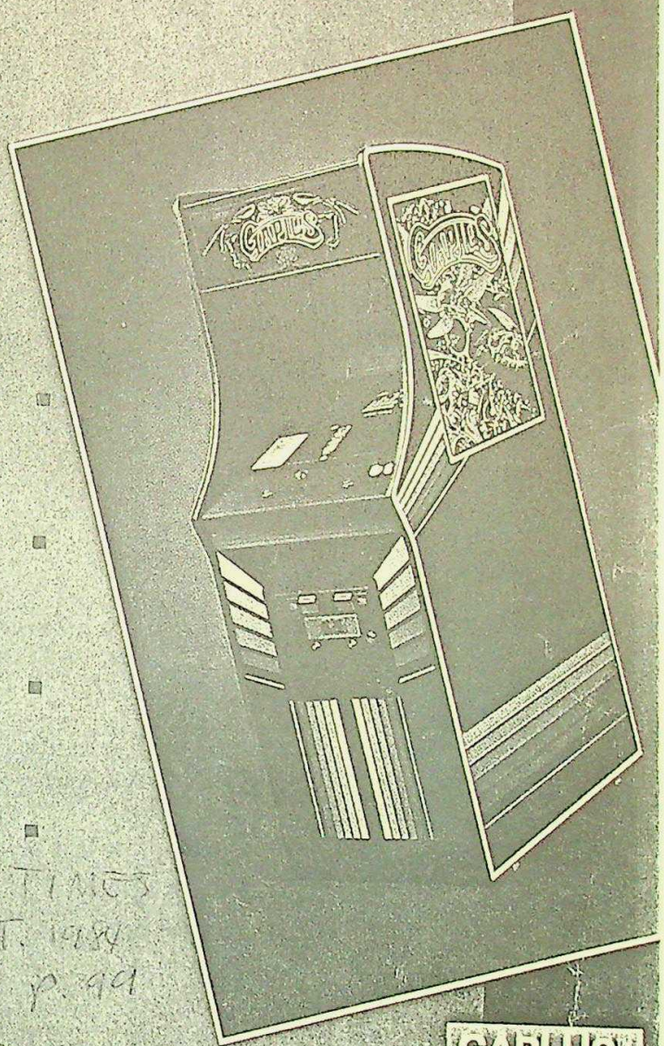
31 TERN ST • NEW ORLEANS, LA 70124 • (504) 436-2377

PULSE



ERS™

ture of an
l air battle.
designed
equipped
ring col-
nd sound
se from
ombat,
s, or solo
le fighter
y by fir-
nes and
Rely on
bombs
hip be-
p sinks
your



WENDING TIMES
SEPT. 1984
P. 99

ER™

step on the gas and
h-speed espionage
nto high-gear and
lock. Accumulate
ase your arsenal
vare of deadly
ave many dis-
way's ARTIFI-
nd system is
e fast pace
ntegrated
and gra-
to an
ng ex-

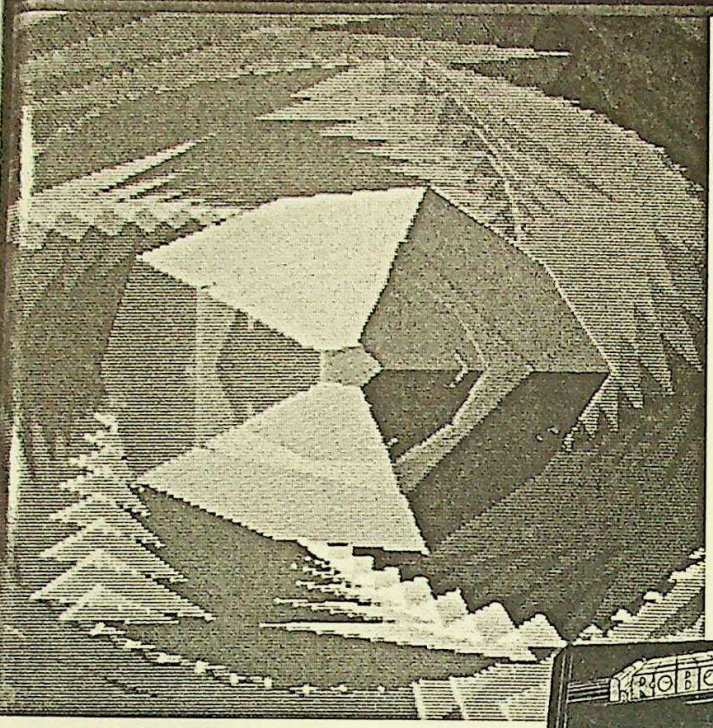
n or

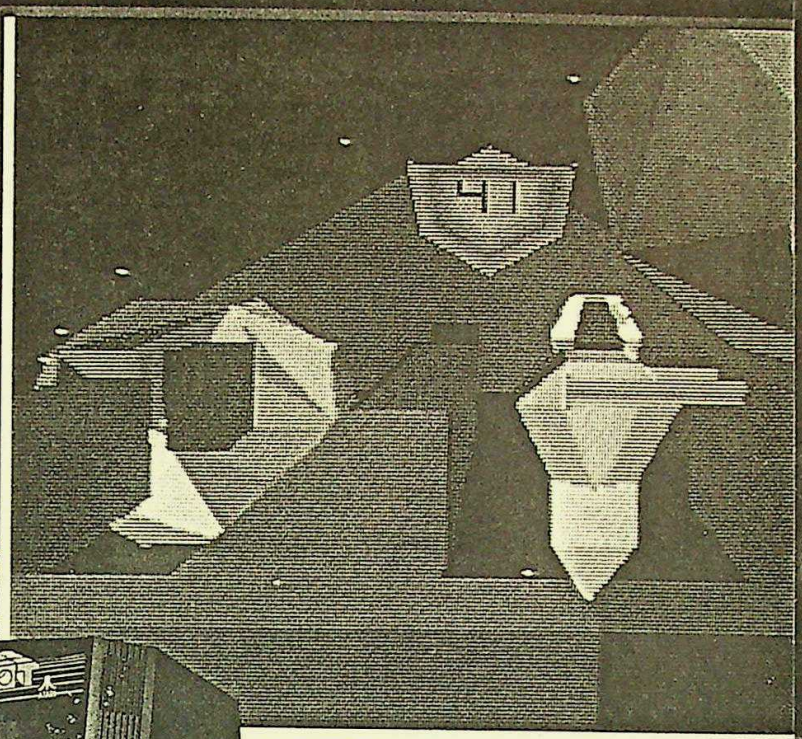
GAPLUS™

Position your eight-way joystick and man your firing button—Gaplus is on the attack! They are a colony of killer outer space insects...and their sting is lethal. Gaplus appears on the screen in different forms and flight patterns. Zero in on the Queen and fire in rapid succession. She is the keeper. Accumulate bonus points while playing the challenging stage. This is a continually changing high energy game which will provide all the thrill your players are looking for.

Bally MIDWAY

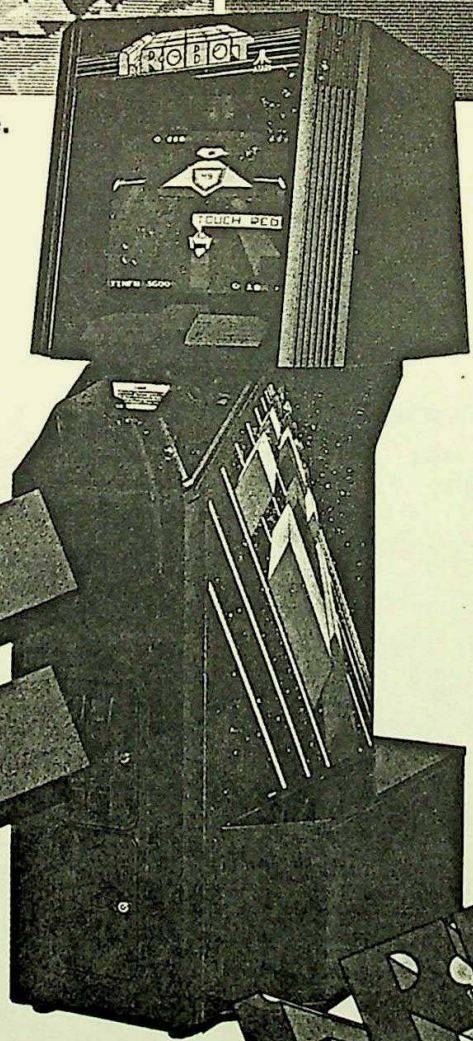
Fun or Games.





Doodle City. The Ungame.

I, ROBOT. The Game.



"Doodle City is making players out of non-players. The fun never stops."

"It's not just another video game. We finally have something different."

"I, ROBOT is a double action winner...like two games in one."

"The gameplay and the graphics blow you away. Who says there's nothing new?"

More Revolution ammunition. I, ROBOT delivers **double** the profit power.

New "Doodle City" is an electronic kaleidoscope. An incredible entertainment alternative to game play. Players can joystick-select a world of unlimited, non-competitive creativity by manipulating the I, ROBOT graphics in an infinite variety of moving shapes and patterns.

I, ROBOT is exciting gameplay design and awesome 3-D graphics. Over 100 different levels with 22 unique playfields, spacewaves and bonus waves make each round a new adventure...It's easy to learn, not so easy to master.

Join the Revolution. Talk to your Atari distributor now.

ROBOT

You won't believe your eyes.

ATARI®

A Warner Communications Company

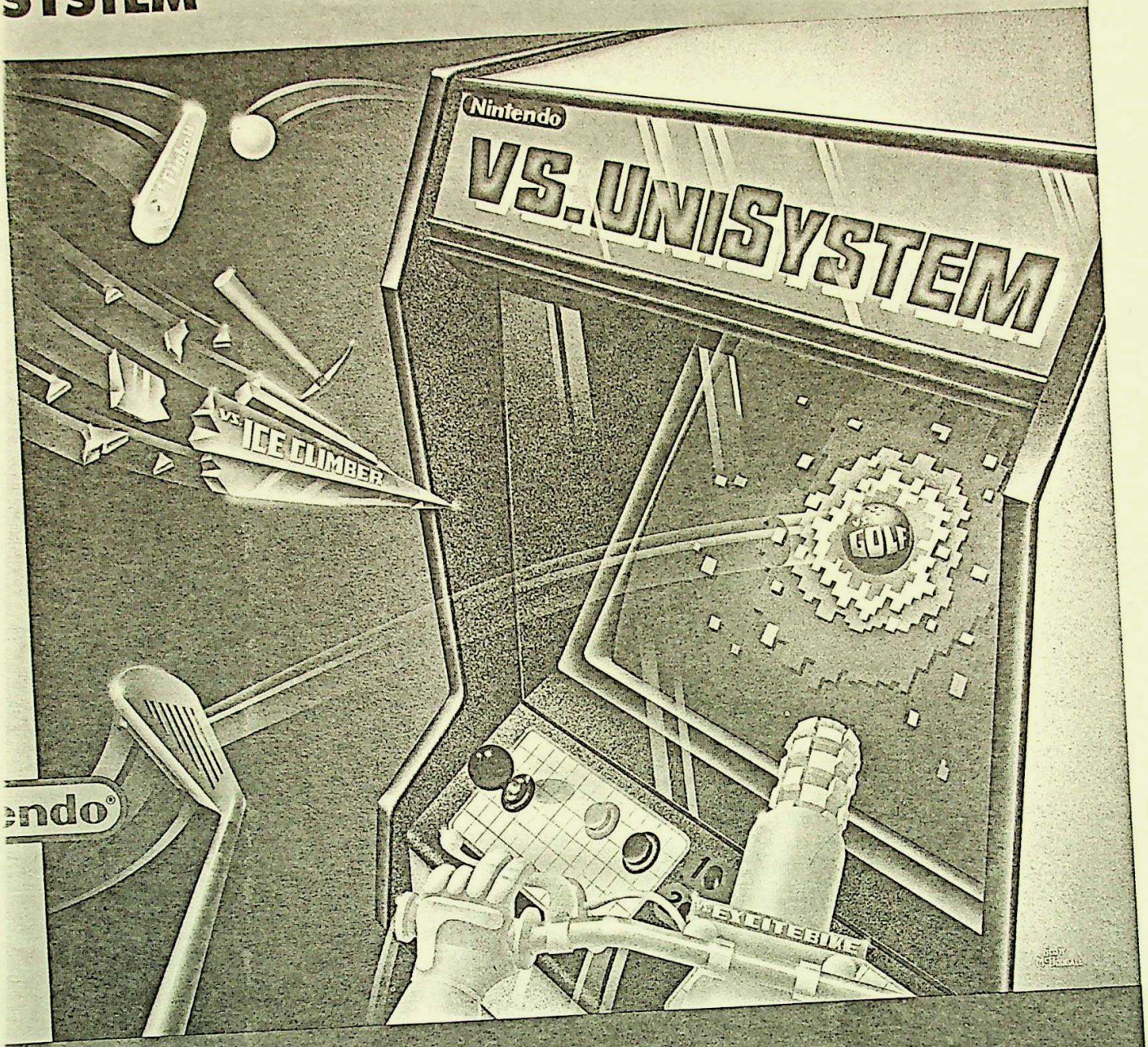
VENDING TIMES

DEC. 1984

p. 55

© 1984 Atari, Inc. All rights reserved.

SYSTEM™



VS. SYSTEM™
AGE IN A SINGLE
R CABINET

The advanced game technology and easy convertibility of the VS. SYSTEM™ now come in a compact new shape—a single monitor upright cabinet.

It's the VS. UNISYSTEM. And, since it only needs one VS. PAK™ to be up and running, you can save money by buying games one at a time and rotating them among your VS. SYSTEM cabinets.

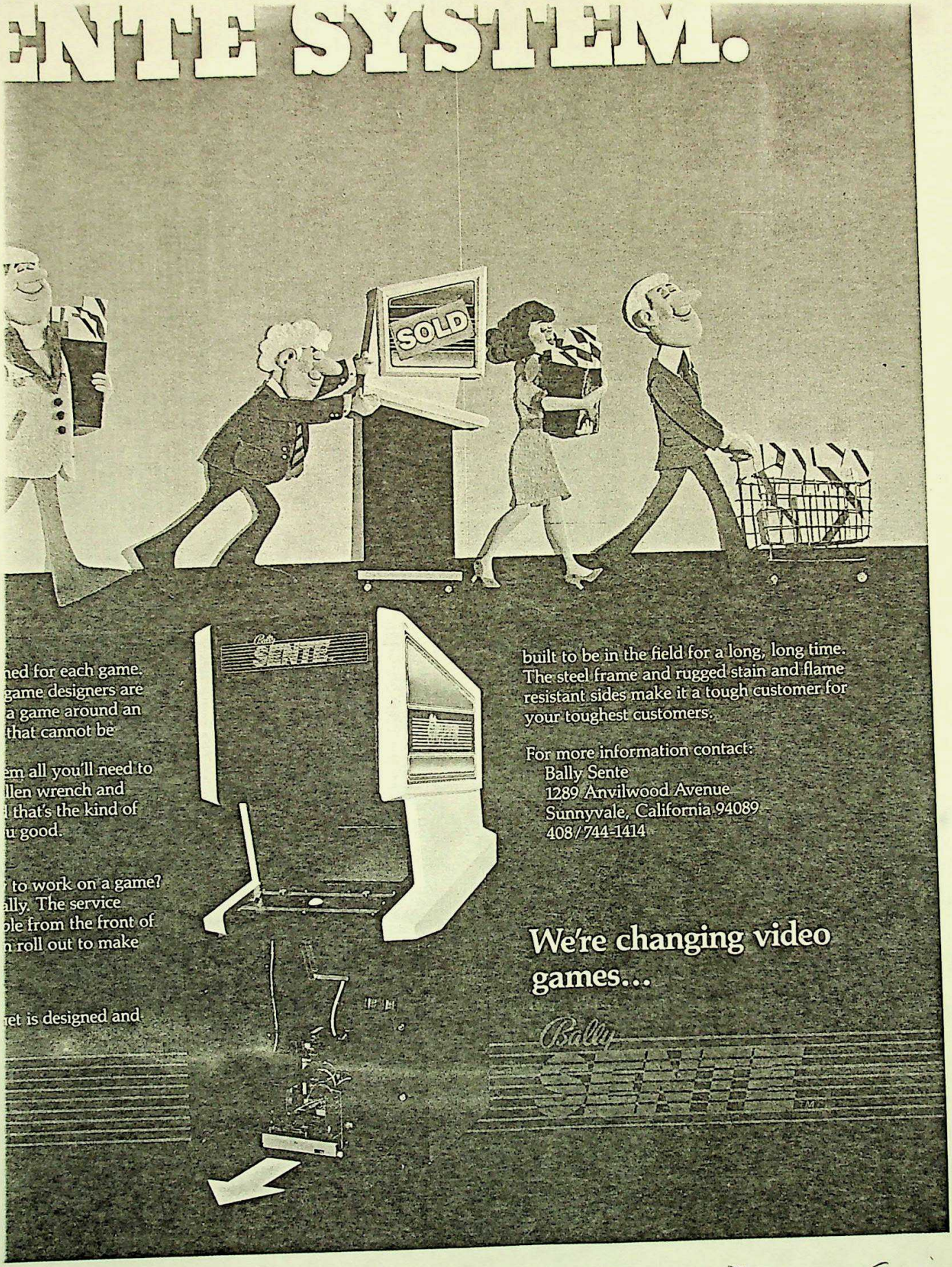
To make the VS. SYSTEM even more appealing, you can now convert your original Donkey Kong,™ Donkey Kong Jr.™ and Popeye™ cabinets into brand new VS. UNISYSTEMS. So your old games can also enjoy new life as games that never stop earning.

Get all the details from your authorized Nintendo distributor. Or call Nintendo of America Inc. today. **(206) 882-2040.**

of America Inc.

Vending Times, Feb. 1985
p. 73

ENTE SYSTEM.



ned for each game.
game designers are
a game around an
that cannot be

em all you'll need to
llen wrench and
that's the kind of
u good.

to work on a game?
ally. The service
ble from the front of
n roll out to make

et is designed and

built to be in the field for a long, long time. The steel frame and rugged stain and flame resistant sides make it a tough customer for your toughest customers.

For more information contact:
Bally Sente
1289 Anvilwood Avenue
Sunnyvale, California 94089
408/744-1414

We're changing video games...

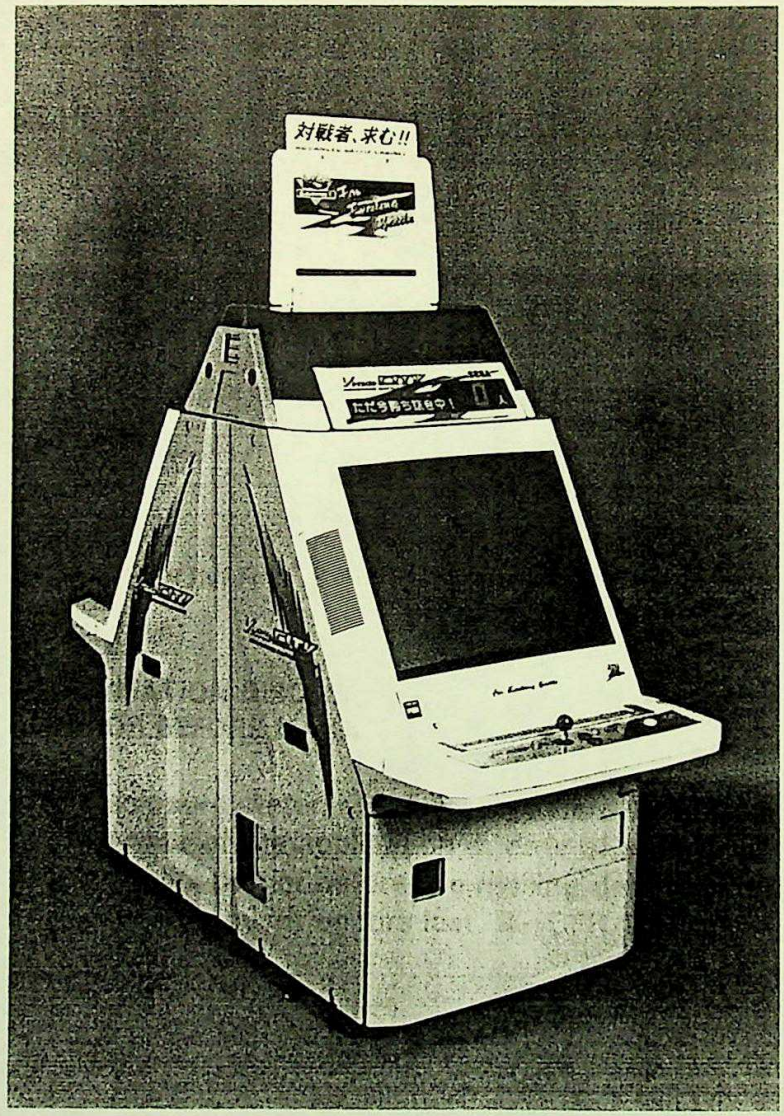
Bally

Vending Times, Feb., 1985
p. 75

GREYHOUND ELECTRONICS, INC.

Rt. 37 Germania Station Road • P.O. Box 1697 • Toms River, NJ 08753
Toll Free 1-800-222-0491 • in New Jersey 1-201-341-5200

Vending Times, March, 1985
p. 74



SEGA ENTERPRISES LTD.
2/1995